

MARKETING

Kate Clegg

Head of Marketing & Communications

My qualifications are

- Bachelor of Music (BMus)
- MA in Arts Administration and Composition
- Level 4 CIM Certificate in Professional Marketing

Skills needed in my role



- Communication
- Creativity
- Organisation & Planning
- Writing
- Problem solving
- Analytics

About me

I'm Kate, Head of Marketing and Communications. I enjoy spending time with my family and catching up with friends. I've also started learning to play the guitar, which I'm really loving at the moment!

What are your day-to-day responsibilities at work?

I look after Curtins' internal and external marketing - everything from brand and campaigns to colleague engagement. I work with our Board, Business Development team and departments across the business to create campaigns that support our goals, whether that's winning work or delivering Learning at Work Week. Every day is completely different, and that's what I love about my role.

What subjects did you study at GCSE that helped you with your career?

- English: Essential for writing and content creation
- IT: Great foundation for digital tools like Adobe Creative Cloud
- Maths: Helps with problem solving, budgeting and planning

What do you enjoy most about your job?

The variety! One day I'm planning a video for social media, the next I'm organising a company Gettogether or shaping our gender balance campaign. Marketing is all about celebrating what's great about Curtins and connecting with people in an authentic, human way.

Tell us about your career path?

I didn't always know I'd work in marketing! Music was my starting point and as a teenager I would play in bands and help book artists for a local music festival - both required elements of promotion and organisation that laid the way for a career in marketing. I pursued music as a passion through university and opted for events promotion and arts administration when given the choice. During my Masters, I became a Marketing Assistant for a local music festival and discovered how much I loved the field.

I joined Curtins in 2014 as a Branch Secretary, moved into Business Development, and later took a leap into the arts as a Marketing Coordinator. During this time I studied over evenings for a Level 4 CIM Professional Marketing Certificate. In 2019, a Marketing Coordinator role came up back at Curtins. I jumped at it, and since then I've progressed from Coordinator to Marketing Manager to Head of Marketing & Communications, now leading a brilliant team of three.

What is the best project you have worked on

Launching our Behind the Curtin podcast. It's a brilliant way to share real stories and voices across the business, and a refreshing change in a world full of AI-generated content.

