Job Summary

Job Title: Digital Marketing Assistant
Grade: 4
Salary: £19,202 to £22,017 per annum, pro rata
Department: Attenborough Arts Centre
Hours/Contract: Permanent, part time (0.8FTE)
Reference: 1236

Role Purpose

Reporting to the Marketing Officer and working with the Audience Engagement and Development Officer, this post supports all aspects of our Audience Development Plan and communications activities to sustain and develop audiences for and participants in the courses, workshops, events and other activities, focusing particularly on implementing the digital marketing strategy.

Resources Managed

Attenborough Arts Centre has 13 members of staff, over 1,000 learners and more than 50,000 visitors each year. The Box Office and Marketing Assistant will work with and support all members of the Management Team.

Work with the Marketing Officer and Audience Engagement and Development Officer to ensure that activity is within budget.

Main Duties and Responsibilities

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<tr>
<th>Social Media/Digital content</th>
<th>% Time</th>
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<tr>
<td>• Content management of Attenborough Arts Centre’s website; generating new content and ensuring that all pages and company information is kept up-to-date. Maintain the accuracy, uploading information. Resize images in relevant software package.</td>
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<td>• Create e-marketing schedule and e-flyers.</td>
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<td>• Take the lead on social media across Facebook, twitter, Instagram and any other relevant social media channels. This will include content creation, daily interaction and management of customer enquiries.</td>
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<td>• Keep up-to-date with current digital trends.</td>
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<td>• Devise other digital content in-house, such as video content, plasma screen displays or surveys</td>
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Marketing Campaigns

• Provide general assistance to the Marketing Officer in ensuring the cost-effective production of accurate electronic and printed marketing materials, in line with the Attenborough Arts Centre identity guidelines.

• Work with the Senior Management Team and other colleagues, and directly with artists/performers and their agents as appropriate, to proof content (text,
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- Illustrations and images) for a variety of materials, which includes overseeing the AAC’s brand is used correctly.
  - Provide general assistance to the Marketing Officer and Audience Engagement and Development Officer in the production of other marketing materials such as the What’s On guides and Creative Learning Guides
  - Collate, reformat and ensure materials are produced in alternative formats, and disseminated as appropriate.
  - Provide general assistance to the Marketing Officer and Audience Engagement and Development Officer in promoting Attenborough Arts Centre at external promotional events such as Freshers’ Fair, University staff and student induction days and other external events
  - Maintain a schedule of such events for the year and identify create appropriate representation in accordance with branding guidelines and the nature of the event

Box office and CRM
  - Provide cover support to the front-of-house team and other colleagues to ensure the provision of a high level of customer service for events and workshop bookings (Approx. 4hrs per week)

Evaluation
  - Report of online audiences using appropriate tools ie Google analytics etc
  - Use Box Office data to report and assist in undertaking research into audiences to inform marketing and audience development strategy and planning.
  - Manage the collection of relevant data from the box office CRM system by appropriate means and support the analysis of collected data, providing information for reports
  - Support the delivery and collation of audience/visitor surveys

Internal and External Relationships
  - Liaise with colleagues to ensure that appropriate resources are available.
  - Provide a high level of customer service to all those who visit and use Attenborough Arts Centre.
  - Liaise with University Design Services, Print Unit, PR and Marketing Departments regarding marketing materials and press coverage.
  - Maintain relationships with Student Union, UoL marketing (External Relations), University Library Digital Reading Room
  - Liaise with artists/performers, their agents and other arts organisations in the development of materials.
  - Ensure the AAC brand is used correctly internally and externally
Planning and Organising

- Manage own time effectively to ensure tasks are completed to appropriate deadlines (sometimes tight), dealing with daily requests and planning for the coming weeks as necessary.
- Work on own initiative and use own judgement to problem solve day-to-day issues.
- Respond to requests from other members of the team and from external users on a daily basis, while planning own workload for the coming weeks.
- Organise resources required on a daily basis, as well as planning ahead for event support.
- Contribute to marketing planning and strategy
- Collate information sometimes well in advance
- Take a flexible approach to dealing with changing priorities and changing tasks.
- Able to deal promptly with unscheduled work and prioritise accordingly
- Administrative or other marketing support to assist with the efficient running of the department, as and when required.

Qualifications, Knowledge and Experience

Essential

- 5 GCSE passes at Grade C or above, or equivalent, to include Maths and English*
- Knowledge and experience of marketing and digital social media trends*
- Good IT skills, including proficiency in Microsoft Office, particularly Excel and Word*
- Experience of using a content management system or website*
- Good working knowledge of Photoshop, Premier Pro or equivalent package
- Experience of dealing with customers*
- Visual / design awareness;

Desirable

- Understanding of accessibility guidelines for disability awareness.
- A knowledge of Attenborough Arts Centre’s aims and objectives.

*Criteria to be used in shortlisting candidates for interview

Skills, Abilities and Competencies

Essential

- A passion for the arts and an interest in arts marketing*;
- Excellent literacy and analytical skills;
- High level of attention to detail;
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- Able to work evenings, weekends and Bank Holidays as and when required.
- Able to perform well as part of a team;
- Able to be flexible and work calmly and effectively under pressure; and
- Excellent proof-reading skills;

Desirable

- Ambition and drive with the ability to learn quickly.
- Photography/video experience and skills or willingness to learn
- Awareness of the role of effective marketing in the development of arts audiences/participants.
- Ability to contribute to marketing strategy by identifying opportunities and how to act on them.
- Ability to communicate with a wide range of people, including those with special needs.

*Criteria to be used in shortlisting candidates for interview*

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

VITAL

The University encourages all staff to live our VITAL values which are: Valuing People, Innovators, Together, Accountable, Leaders.

Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.