

THE UNIVERSITY OF NOTTINGHAM
Recruitment Role Profile

Job Title:	Marketing and Digital Assistant
School/Department:	Nottingham Lakeside Arts (NLA), part of External Relations Team at University of Nottingham
Job Family and Level:	Administrative, Professional & Managerial Level 2
Contract Status:	Permanent
Hours of Work:	Full-time (36.25 hours per week)
Location:	University Park Campus
Reporting to:	Marketing and Communications Manager

Background Information:

The University of Nottingham is a global university with 44,500 students studying across three locations in Nottingham, UK; Ningbo, China and Kuala Lumpur, Malaysia. We are proud of our pioneering spirit and our distinctive approach to internationalisation. We are globally connected and world-leading, and the University ranks in the top 1% of universities worldwide. We pride ourselves in thinking globally, delivering locally and engaging personally.

In an increasingly competitive environment it is vital to further build and enhance the University's reputation and profile through the development of a strong brand and the highest quality marketing, communications and public engagement activities. Nottingham Lakeside Arts is the University of Nottingham's rich and diverse public arts programme which is closely aligned to the University's 2020 Plan, and plays a key role in delivering this ambition.

NLA's mission is to encourage access to excellence across the visual, performing and participatory arts, museum and Manuscripts & Special collections; in so doing we will develop and expand audiences which will include University staff and students, general public of all ages and abilities, researchers and special interest groups.

Lakeside's facilities include the Djanogly Art Gallery, Angear Visitor Centre, Djanogly Theatre and Djanogly Recital Hall, Weston Gallery (Manuscripts and Special Collections) and Museum of Archaeology. In 2015-16 Lakeside captured 195,000 engagements (workshop participants, gallery visitors, participants in the University music making programme, and performance attendees). This figure does not include visitors to the two on-site cafés.

Purpose of the New Role:

This is a recently revised role in NLA's marketing team; it is part of the NLA's response to the increasing demand for engaging digital content and the effective management of the arts centre's online communities.

The role holder will provide timely and effective support to the Head of Audience Development & Marketing and the Marketing & Communications Manager to help maximise audiences, meet income targets, encourage access, and increase the profile of Lakeside.

Working under the guidance of their line manager, responsibilities include: assisting with the delivery of marketing, sales and communications campaigns across Lakeside's multi-art form and museum brief; creating digital content for online dissemination; updating NLA's website and social media channels; production of printed publicity materials; and delivery of administrative duties, including maintaining NLA's marketing schedules; leading on smaller projects as required.

	Main Responsibilities	% time per year
1.	<p>Campaign planning, scheduling and delivery In collaboration with/as directed by the Marketing and Communications Manager: produce and implement campaign plans and schedules; liaise with key suppliers (printers, designer, distribution companies); develop design briefs; and plan and book NLA's advertising across multiple platforms.</p> <p>Co-ordinate and monitor the distribution of all print, including the ON brochure, flyers, posters and any other Lakeside related print materials – including sourcing new outlets.</p> <p>Produce and regularly update publicity displays (internal and external) at all Lakeside venues, including Recital Hall, Pavilion, Museum & Gallery buildings, and manage NLA's exit flyering schedule.</p> <p>Plan, create and send targeted e-flyers (using NLA's Mail2 email system) and direct mail campaigns – including the generation of mailing lists using NLA's Tessitura CRM system, printing labels and organising mail-outs, liaising with artists/companies as required.</p> <p>Assist with the production of NLA's seasonal ON brochure and individual project collateral as requested, including overprinting of company materials.</p>	40%
2.	<p>Digital content creation, social media and website support Develop content for social media campaigns, e-communication and the NLA website in consultation with the Marketing team and the University of Nottingham's External Relations digital team – liaising with artists and programmers where appropriate.</p> <p>Deliver Lakeside's social media campaigns and day-to-day activities, ensuring that Lakeside retains a constant online presence, across sites including but not limited to: Facebook, Twitter, Instagram, YouTube, Snapchat, Vimeo and Pinterest.</p> <p>Posting on relevant blogs as needed.</p> <p>Update NLA's website daily with latest news, images, video, new events and key messages, and ensuring all events are added to the website on a seasonal basis.</p> <p>Support Lakeside staff in the basics of social media use and be the lead marketing contact for any social media related questions.</p>	30%
3.	<p>Communications/PR support (external and internal) Draft press releases as required; liaise with local press and media for listings, editorial coverage, and reviews.</p> <p>Assist with PR interviews, press calls, photo calls and press night events at Lakeside as required.</p> <p>Prepare briefing forms/information for box office team.</p>	10%
4.	<p>Administration Provide administrative support as required, including: minuting meetings; raising orders using Agresso and Sci-Quest systems; arranging for timely payment of invoices; maintaining an accurate schedule of payments in line with University Finance and Audit requirements; and maintaining publicity archives.</p> <p>Attend departmental, project, operations and full staff meetings as required.</p>	10%
5.	<p>Research, evaluation and analysis</p>	5%

	<p>Assist the Head of Audience Development and Marketing and the Marketing Communications Manager in the planning and implementation of market research campaigns and analysis of results.</p> <p>Assist in the evaluation of all marketing campaigns with a view to improving NLA's return on investment and informing future marketing practice.</p>	
6.	<p>Other Undertake training as may be required and as appropriate to the post.</p> <p>To be aware of and to undertake to comply with all relevant University of Nottingham Policies, including Equality and Diversity, Health & Safety and Data Protection.</p> <p>Undertake other responsibilities as appropriate to the post, and as agreed with the Marketing and Communications Manager.</p> <p>To be an advocate on behalf of Nottingham Lakeside Arts.</p>	5%

Knowledge, Skills, Qualifications & Experience

	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none"> Educated to minimum of GCSE Maths and English Grade C 	<ul style="list-style-type: none"> Minimum 1 year experience in arts marketing or similar
Skills/Training	<ul style="list-style-type: none"> Excellent communication skills, oral and written Proven administrative and organisational skills Multi-tasker with ability to prioritise and demonstrable time management skills A team player and self-motivator Ability to ensure confidentiality and diplomacy Computer literate in the following: Microsoft Office and email 	<ul style="list-style-type: none"> Knowledge of and/or training in Tessitura CRM system, Agresso or Sci-Quest software Competent user of Adobe Photoshop and/or other Adobe CC Suite software Undertaken training in and/or experienced at using current video, photographic and audio technology
Experience	<ul style="list-style-type: none"> Demonstrable experience in arts marketing or similar Proven copy writing experience Demonstrable experience of regular social media use 	<ul style="list-style-type: none"> Experience of working with print designers and print production Experience of using social media and/or other digital platforms for online marketing purposes Experience of using graphic design and/or video editing software
Statutory /Legal		<ul style="list-style-type: none"> Aware of data protection legislation

Additional Information

The Marketing and Digital Assistant is expected to attend Lakeside events on a regular basis and therefore some evening and weekend work is required. No overtime will be payable, although the post holder may take time off in lieu in agreement with their line manager.



The University of Nottingham strongly endorses Athena SWAN principles, with commitment from all levels of the organisation in furthering women's careers. It is our mission to ensure equal opportunity, best working practices and fair policies for all.