



Job title	Marketing and Digital Assistant	Job family and level	Administrative, Professional and Managerial Level 2
School/ Department	Lakeside Arts, part of External Relations	Location	University Park Campus

Purpose of role

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

Working under the guidance of the Marketing and Communications 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 Lakeside'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 (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Campaign planning, scheduling and delivery</p> <ul style="list-style-type: none"> ▪ 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 Lakeside's advertising across multiple platforms. ▪ Co-ordinate and monitor the distribution of all print, including brochures, flyers, posters and any other Lakeside related print materials – including sourcing new outlets. ▪ Produce and regularly update publicity displays (internal and external) at all Lakeside venues, including Recital Hall, Pavilion, Museum & Gallery buildings, and manage Lakeside's exit flyering schedule. ▪ Plan, create and send targeted e-flyers (using Lakeside's WordFly email system) and direct mail campaigns – including the generation of mailing lists using Lakeside's Tessitura CRM system, printing labels and organising mail-outs, liaising with artists/companies as required. ▪ Assist with the production of Lakeside's seasonal brochure and individual project collateral as requested, including overprinting of company materials. 	40%
2	Digital content creation, social media and website support	30%

	<ul style="list-style-type: none"> ▪ Develop content for social media campaigns, e-communications and the Lakeside website in consultation with the Marketing team and the University of Nottingham's External Relations digital team – liaising with artists and programmers where appropriate. ▪ Deliver Lakeside's social media campaigns and day-to-day digital activities, ensuring that Lakeside retains a constant online presence, across sites including but not limited to: Facebook, Twitter and Instagram. ▪ Posting on relevant blogs as needed. ▪ Update Lakeside'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. ▪ Support Lakeside staff in the basics of social media use and be the lead marketing contact for any social media related questions. ▪ Deliver live streaming and video editing of Lakeside events, exhibitions and promotional content. 	
3	<p>Administration</p> <ul style="list-style-type: none"> ▪ 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. ▪ Attend departmental, project, operations and full staff meetings as required. 	15%
4	<p>Communications/PR support (external and internal)</p> <ul style="list-style-type: none"> ▪ Draft press releases as required; liaise with local press and media for listings, editorial coverage, and reviews. ▪ Assist with PR interviews, press calls, photo calls and press night events at Lakeside as required. ▪ Prepare briefing forms/information for box office team. 	5%
5	<p>Research, evaluation and analysis</p> <ul style="list-style-type: none"> ▪ Assist in the evaluation of all marketing campaigns, and promotional and digital activity with a view to improving Lakeside's return on investment and informing future marketing practice. ▪ Assist the Head of Audience Development and Marketing and the Marketing Communications Manager in the implementation of audience research projects as required. 	5%
6	<p>Other</p> <ul style="list-style-type: none"> ▪ Undertake training as may be required and as appropriate to the post. ▪ To be aware of and to undertake to comply with all relevant University of Nottingham Policies, including Equality and Diversity, Health & Safety and Data Handling. ▪ Undertake other responsibilities as appropriate to the post, and as agreed with the Marketing and Communications Manager. ▪ To be an advocate on behalf of Lakeside Arts. 	5%

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.

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Excellent communication skills, oral, verbal and written – including copywriting, copy editing and proofreading ▪ Proven administrative and organisational skills ▪ Attention to detail ▪ Multi-tasker with ability to prioritise and demonstrable time management skills ▪ Passion for learning new skills and keeping up to date with digital developments ▪ 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
Knowledge and 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 3rd party print production and design suppliers ▪ Digital communications including success of using and evaluating a wide range of social media channels for targeting specific audiences ▪ Experience of using graphic design and/or video editing software ▪ Experience of using Google Analytics and search engine optimisation
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Educated to minimum of GSCE Maths and English Grade C 	<ul style="list-style-type: none"> ▪ Minimum one year experience in arts marketing or similar
Statutory, legal or special requirements		<ul style="list-style-type: none"> ▪ Aware of data protection legislation



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is open and welcoming of others, approachable and respectful. Considers the wider point of view and delivers appropriate support and guidance to colleagues.
- Taking ownership** Shows initiative and takes responsibility for own actions. Offers clarity and tactful support to colleagues to aid decisions and actions.
- Forward thinking** Demonstrates the ability to learn, and enjoys the opportunity to develop. Likes to share and implement new ideas and improvements in their area of work. Seeks feedback from others.
- Professional pride** Is self-appraising, seeking feedback from others and acts as a great role-model at all times. Keen to deliver the job well and be an effective member of the team.
- Always inclusive** Is sensitive to the needs of others and understands every person is important, right across the organisation, irrespective of level, culture, disability or any other characteristic.

Key relationships with others

