



Job title	Marketing and Communications Manager	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	Lakeside Arts, External Relations	Location	DH Lawrence Pavilion, University Park Campus

Purpose of role

The role holder will work closely with Lakeside Arts' Head of Marketing & Audience Development and Lakeside's other Marketing and Communications Manager, with whom they will job share, to plan, implement, monitor and evaluate marketing and communications campaigns across Lakeside's multi-art form and heritage brief. The role holder will be/become proficient in the use of Spektrix as a CRM tool to maximise earned income at the box office, support the development of individual giving, and widen and develop audiences across the visual, performing, participatory arts and wider heritage offer. They will be an ambassador for Lakeside Arts, its activities and performances, promoting the offer to existing and new audiences at every opportunity, and helping to maintain excellent relationships with all of Lakeside's stakeholders internally and externally.

The role holder 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.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Marketing and Publicity</p> <ul style="list-style-type: none"> ▪ Create and implement marketing campaigns and activities, with a specific focus on: <ul style="list-style-type: none"> ○ Developing comprehensive, audience-focused campaign plans for all major events and exhibitions. ○ Evaluating campaigns and incorporating key learnings into future plans. ○ Writing effective copy for email marketing, promotional print, website, and social media. ○ The creation of marketing collateral, always ensuring adherence to Lakeside's brand guidelines. ○ Co-ordinating front-of-house marketing activity to ensure that all spaces are welcoming and inviting. ○ Overseeing appropriate marketing, communications and advertising schedules. ▪ Work with rostered design agencies and other suppliers, effectively managing outsourced suppliers as required. 	65%

	<ul style="list-style-type: none"> ▪ Monitor and report on box office income for each event; actively proposing ideas to increase sales when not reaching target income. ▪ Co-ordinate, produce and manage print requirements including the seasonal brochure, liaising with the Marketing Assistant to oversee effective distribution of printed material. ▪ Support the Head of Audience Development, with the implementation of Lakeside's Audience Plan. 	
2	<p>Communications and Public Relations</p> <ul style="list-style-type: none"> ▪ Establish and maintain excellent relationships with Lakeside stakeholders. ▪ Maintain the Lakeside brand as synonymous with high quality and accessible arts experiences. ▪ Work with University of Nottingham/External Relations colleagues to ensure staff and students are aware of and engaged with Lakeside's programme. ▪ Plan and co-ordinate press and/or special events liaising with colleagues across the University as required. 	10%
3	<p>Staff Management</p> <ul style="list-style-type: none"> ▪ Effectively supervise and work closely with the Marketing Assistant. ▪ Input into Appraisal and Development Conversations for staff as required, including devising and supporting the implementation of individual personal development plans. 	10%
4	<p>Administration and Finance</p> <ul style="list-style-type: none"> ▪ Ensure budgetary control of campaigns, reporting to Head of Audience Development on occasion against target expenditure. ▪ Oversee the Marketing Assistant's use of Agresso to place orders as required, and use of Agresso in the absence of the Marketing Assistant. ▪ Completion and/or sign-off of timesheets as necessary. 	10%
5	<p>Other Duties</p> <ul style="list-style-type: none"> ▪ Deputise for the Head of Marketing & Audience Development as required. ▪ Be an Ambassador, acting in the best interests of Lakeside and the University of Nottingham at all times. ▪ Attend Lakeside performances and special events to ensure understanding of audience make-up and awareness of programme quality and diversity. ▪ Agree to abide by University of Nottingham and Lakeside-specific policies including Equality and Diversity, IT/Data Protection, Health and Safety, Child Protection etc. ▪ Maintain confidentiality in all areas relating to Lakeside and the University of Nottingham. ▪ Any other duties as required by Line Manager, commensurate with the post. 	5%

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Able to use Outlook 365, Microsoft Office Suite, DTP packages. ▪ Ability to work on own initiative and as part of a team. ▪ Dynamic and proactive approach with demonstrable ability to generate original ideas for marketing campaigns. ▪ Strong interpersonal skills, combines with enthusiasm and flexibility in approach. ▪ Ability to multi-task/manage multiple priorities. ▪ Flexible approach to working unsociable hours, some evenings and weekends. 	
Knowledge and experience	<ul style="list-style-type: none"> ▪ Demonstrable experience of planning and delivering successful multi-channel marketing campaigns. ▪ Demonstrable experience of effective promotional copywriting with excellent attention to detail. ▪ Demonstrable experience of print productions, print commissioning/management. ▪ Experience of creating content for digital marketing campaigns. ▪ Experience of managing/supervising the work of others. ▪ Knowledge of CRM systems. ▪ Knowledge and experience of using social media as a marketing tool. 	<ul style="list-style-type: none"> ▪ Experience of working in a theatre/gallery/multi-arts environment. ▪ Knowledge and experience of Spektrix and/or Dotdigital ▪ Experience of using the Adobe CSS (or similar software), including but not limited to Photoshop and Premiere Pro. ▪ Demonstrable experience of marketing digital-only events via digital-only campaigns. ▪ Experience of improving website SEO and using Google Analytics to assess online performance.
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ HND in Marketing or equivalent work experience. 	<ul style="list-style-type: none"> ▪ Relevant degree.
Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ Knowledge of current data protection law. 	



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 friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
- Taking ownership** Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others



