

## MARKETING ASSISTANT, LU ARTS

Job Ref: REQ16780

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

LU Arts is Loughborough University's arts programme ([www.arts.lboro.ac.uk](http://www.arts.lboro.ac.uk)) and is seeking an enthusiastic and committed individual with proven relevant skills to deliver our marketing activity in order to maximize attendance, develop our profile locally and nationally, oversee design and print and manage our digital/online presence.

LU Arts comprises of toured in arts and events, tuition and classes and Radar, which commissions contemporary artists to develop new work in response to research taking place across the campus. The successful candidate will join a small and friendly team delivering an ambitious range of activities that not only support the creative life of the campus, but also increase the wider visibility of the University through innovative collaborative projects between artists and academics.

This is an exciting opportunity for someone to work on ensuring the successful communication of the programme, not only to local audiences but to a national and international peer group. The post will be responsible for devising, organising and delivering a wide range of marketing and communications activities in order to maximize attendance, increase box office income, and gain visibility and critical coverage of the activity.

You should be a people person, with excellent communication skills, high quality administration skills and great attention to detail. You will be someone with a passion for the arts, who can excite people about the activity we produce and advocate the importance of the cultural offer. Finally, you will be ambitious and see the opportunities that this post presents for your future career. In return, the University offers good employment conditions and benefits and excellent opportunities for personal and career development.

### Job Description

**Job Grade: AD3**

### Job Purpose

The post holder will assist the Marketing Officer with the design and creation of campaigns and materials for all upcoming activities/events in order to further publicise LU Arts activity. They will also help support the marketing of public events organised by the School of the Arts, English and Drama. The post holder will update and maintain the website(s) and social networking platforms, alongside assisting in the creation of print, online and social media

marketing and advertisements. Another key aspect of the work will be the upkeep and development of the database.

## **Job Duties**

- To assist in the preparation of printed material, particularly regular newsletters, by writing copy, ensuring accuracy by proofreading and editing and liaising with designers.
- To be responsible for and manage all aspects of the preparation of concert programmes in liaison with programme note writers, designers, advertisers, etc.
- To be responsible for developing and maintaining all mailing lists ensuring they are kept up to date.
  - To assist with distribution of marketing material.
- To assist the Marketing Officer in audience development and audience research projects
- To be responsible for keeping ticket sales records updated for all concerts
- To assist with Front of House duties at concerts
- To play an active role in updating and developing all digital media, including the content of [www.lboro.ac.uk/arts](http://www.lboro.ac.uk/arts) To include:
  - Regularly updating copy on the website using content management system.
  - Obtaining website statistic reports.
  - Online publicity – links to other sites, competitions, etc.
    - Distributing publicity material across the campus and town
  - Supporting the development of LU Arts social media applications.
  - Assisting with the writing and distributing of regional press releases

## **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

## **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

## **Organisational Responsibility**

Reports to the Head of Corporate Communications and will work closely with Director, LU Arts

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience		
	Previous experience of working in an office environment.	1,3
	Experience of arranging meetings and events.	
Skills and abilities		
	Excellent written and spoken communication skills and fully computer literate and numerate.	1,2,3
	Good copywriting skills with excellent attention to detail and accuracy in the fields of press and marketing	1,2,3
	Ability to work well within a team.	1,3
	Excellent organisational skills and ability to priorities workload	1,3
	Excellent IT skills (Microsoft Word, Excel, email and internet) Knowledge of photoshop	1,3
	Experience of database management	1,3
	A passion for the arts	1,3
	Attention to detail and deadlines	1,3
Training	A willingness to undertake further training	1,3
Qualifications	A basic standard of education, up to GCSE or equivalent, is required demonstrating numeracy and literacy skills	1,3
Other	Working outside normal office hours	1,3
	Commitment to observing the University's Equal Opportunities policy at all times	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Previous experience in an arts marketing role	1,3
Qualifications	A basic standard of education, up to GCSE or equivalent, is required demonstrating numeracy and literacy skills	1,3

## Conditions of Service

The position is full time and open ended. Salary will be on Administrative Grade 3, £16,618 - £18,940 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

## Informal Enquiries

Informal enquiries should be made to Nick Slater by email at [N.Slater@lboro.ac.uk](mailto:N.Slater@lboro.ac.uk) or by telephone on 01509 222960

## Applications

The closing date for receipt of applications is **24 November 2016**. Interviews will be held on **30 November 2016**.