

MARKETING OFFICER

Job Ref: REQ17921

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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) 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: AD5

Job Purpose

The Marketing Officer will be responsible for effectively communicating the arts programme and to build and maintain audiences through a range of marketing initiatives. The Marketing Officer will manage the Marketing Assistant and work collaboratively with Arts, English and Drama and the Marketing and Communications Department

Job Duties

Sales and Marketing Campaigns

1. Develop marketing strategy and ensure that the budget is maximised to ensure that the programme is visible both internally and externally
2. To coordinate all marketing activities for LU Arts in collaboration with the School of Arts, English and Drama and Marketing & Communications Department
3. Develop and manage effective marketing campaigns within budget through direct mail, advertising, online and other promotional methods in order to develop audiences, maximise attendance and maximise box office income.
4. Develop audience research and ensure that activity is informed by research.
5. Ensure the successful production and distribution of LU Arts marketing literature, including copywriting, liaising with artist agencies, printers and designers.
6. Develop partnerships with local groups and organisations to maximise the reach of the programme.
7. Overall responsibility for the LU Arts website, its content and use of e-marketing strategies to support campaigns.
8. Liaison with all visiting companies and artists to support their marketing initiatives.
9. To create and implement detailed marketing plans and to manage campaigns for individual productions including online, social media, front of house, advertising and direct mail activity.

Other Marketing Activity

1. Manage the work of the Marketing Assistant and ensure that there is a clarity in roles and responsibilities.
2. Represent LU Arts with external stakeholders and the wider arts community, building constructive relationships to further the work and income of LU Arts.
3. Provide reports, projects plans, budgets and other papers as required for the Arts Committee, the Director and other stakeholders.
4. Keep up to date on current arts marketing practice to ensure LU Arts remains a leader in its field.
5. Liaise closely with the marketing departments of partner organisations and regional venues and event listings organisations to ensure maximum coverage and distribution.
6. Ensuring exhibitions and projects are documented and archived.
7. Work closely with the University marketing team to ensure plans are consistent with University aims and objectives.

General

1. Be aware of, and comply with, the University's Equal Opportunities Policy
2. Be prepared to work unsocial hours.
3. 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.

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		
	Proven track record in a similar/complimentary strategic marketing environment with transferable skills, minimum of three years' experience.	1,3
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
	A creative, lateral thinker and energetic team player with a high level of enthusiasm	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	Education to A-Level standard or equivalent	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	Degree, Professional marketing qualification	1,3

Conditions of Service

The position is part-time (15 hours per week) and open ended. Salary will be on Administrative Services Grade 5, £24,285 - £28,936 pro-rata, per annum, subject to annual pay award and 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, Director, LU Arts by email at n.slater@lboro.ac.uk or by telephone on 01509 222960

Applications

The closing date for receipt of applications is **17 October 2017**.