

MARKETING AND COMMUNICATIONS ASSISTANT (LU ARTS)

REQ190725

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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 help 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 a student facing programme of workshops and events 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. The post will be responsible for devising, organising and delivering a wide range of marketing and communications activities in order to maximize attendance 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:

Administrative Services Grade 3

Job Purpose

The post holder will assist the LU Arts Marketing Officer with the design and creation of campaigns and materials for all upcoming activities/events. 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

Marketing support:

- To assist in the preparation of printed material, particularly regular newsletters, by writing copy, ensuring accuracy by proofreading and editing and communicating with designers
- 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 and Communications Officer in audience development and audience research projects
- To be responsible for keeping ticket sales records updated for all concerts
- Regularly updating copy on the website using content management system

- Obtaining website statistic reports
- Distributing publicity material across the campus and town
- Supporting the development of LU Arts social media applications

General administrative support:

- Arrange meetings, room bookings, refreshments, agendas, parking reservations as instructed
- Undertake general clerical duties such as printing reports, photocopying, filing, binding and laminating of documents
- Establish and maintain electronic and hardcopy filing systems for marketing projects as required
- Manage central marketing stocks of printed materials and ordering new stocks as required
- Manage delivery of print materials
- Respond and deal with all marketing related enquiries by telephone or email in a professional manner and take appropriate action
- Raise purchase order numbers and manage petty cash
- Undertake any other duties required which are within the scope and grade of the post, including providing cover and support for other colleagues at busy times and in cases of absence
- Ensure compliance with relevant University policies and procedures
- Undertake any training and development deemed appropriate for the position by the LU Arts Director and line manager.

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 Director of LU Arts.

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. 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	Administrative and project management experience	1, 3
	Previous experience of working in an office environment	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
	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)	1,3
	Knowledge of photoshop	1
	Experience of database management	1,3
	A passion for the arts	1,3
Training	Excellent attention to detail and deadlines	1,3
	A willingness to undertake further training	1,3
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Qualifications	Educated to A level education or equivalent	1,3
	GCSE Grade C or equivalent in English and Mathematics	1,3
Other	Must be willing to occasionally work evenings and weekend hours if required and to travel within the UK	1,3
	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Previous experience in an arts marketing role	1,3
	Experience of delivering projects with multiple stakeholders	1,3
Skills and abilities	Experience of working with databases or web content management systems	1,3
Qualifications	A good first degree	1
Training	Administrative training (e.g. project, finance or database management)	1,3

Conditions of Service

The position is **part time** (22.5 hours per week) and **open-ended**. Salary will be on Administrative Services Grade 3, (£17,408 to £19,730 per annum pro rata), 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 Grades 1-5 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/>