LU Arts (Library Services)

DIGITAL MARKETING CO-ORDINATOR (LU Arts)

REQ260818

School/Department summary:
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 digital 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 is part of the University's wider Library Services. ItLU Arts comprises of a student facing programme of workshops and events and Radar, which invites contemporary artists to develop new work in response to academic research. 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.

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 digital marketing activities in order to maximize followers on our social media channels and attendance at our events as well as gaining visibility for LU Arts and its programme.

You should be a people person, with excellent communication skills, high quality IT and 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.

LU Arts is part of University Library Services.

Job Description

Job Family and Grade: Administrative Services Grade 4

Job Purpose

The post holder will take responsibility for all digital content, both in terms of the production of content and building audiences through an original and varied range of material. This will involve the production of visual content, initiating specific digital campaigns, and also being responsible for all content published across social media channels and other digital channels. The postholder will be also responsible for planning and scheduling content and ensuring that this effectively contributes to the success of LU Arts programme. In addition to the digital content the postholder will have a wider marketing role, assisting the Marketing Officer with marketing and communications activity.

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Job Duties:

Digital Marketing Support

- Develop a strategic overview of digital content, outlining key objectives and key messages and ensuring a consistent and engaging output.
- Manage and maintain all of LU Arts and Radar's social media channels.
- Generate original and engaging content, including video content, with a focus on digital channels.
- Work with the Web and Digital team to film and edit original video content for LU Arts and Loughborough University channels. This will require use of equipment and software and ability to edit content.
- Analyse and report on the success of content and digital marketing campaigns to inform future creative decisions.
- Manage LU Arts' website using the University's content management system and contribute to future developments of the site.
- Basic documentation of projects and events for social media purposes (photography, video).
- Work closely with central marketing to ensure content can be used to support university social media accounts and meet wider objectives.
- Prepare regular website usage reports.
- Creating regular email newsletters and help develop and maintain all mailing lists.
- Set up and monitor online sales channels and maintain ticket sales records for all events.
- Work closely with student groups and societies to help increase their profile and visibility through digital content.
- Develop collaborative projects and original creative marketing initiatives that support wider engagement.

General Marketing Duties

- Assist the Marketing and Communications Officer in campaign planning, social media planning and general non-digital marketing activities as required. These may include, but are not limited to, overseeing the production of marketing collateral produced by the University's Brand, Digital and Creative Production service, print distribution, supporting Open Day and other University activities and contacting partners and stakeholders.
- Contribute to audience development and audience research projects.
- Build and maintain relationships with Loughborough Students' Union elected officers, student societies and other partners and stakeholders.
- Assist colleagues across wider Library Services

General Administration

- Respond and deal with marketing related enquiries by telephone or email in a professional manner and take appropriate action.
- General administrative support, which may include managing stationary orders and some minute taking at meetings.
- 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 line manager.

Points To Note

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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 outlined in the document.

Organisational Responsibility Organisational Responsibility

Reports to the: Marketing and Communications Officer

Direct Reports: N/A
Budget Responsibilities N/A

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Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

1 – Criteria measured within the Application
2 – Criteria measured at Test/Assessment Centre/Presentation
3 - Criteria measured at Interview

Essential Criteria:

Area	Criteria	Stage
Experience	Administrative and project management experience	1, 3
	Previous experience of working in an office environment	1,3
	Possess a strong familiarity with digital channels	1,2,3
	Experience of delivering digital marketing activity to support engagement and visibility	
	Proven experience of creating digital content including written, videos and photos	1, 2, 3
	Experience of dealing with multiple priorities and working to tight deadlines	1, 3
Skills and abilities	Excellent communication and interpersonal skills	1,2,3
	Ability to write professional, audience-appropriate content optimised for digital channels	1,2,3
	Experience of working with websites and data management	1,3
	Experience in managing and programming content for social media channels	1,3
	Skilled in capturing, editing and producing high quality video and photography in a range of contexts and settings.	1,3
	Knowledge of a wide range of software for the production and editing and still and moving image	1,3
	Ability to work well within a team	1,3
	Excellent time management and organisation skills	1,3
	Excellent attention to detail	1,3
	Excellent IT skills (Microsoft Word, Excel, email and internet)	1,3
	Photography, and video editing skills	1, 3
Training	A willingness to undertake further training	
Qualifications	Educated to A level education or equivalent	1,3
	GCSE Grade C or equivalent in English and Mathematics	1,3
Other	A passion for the arts	
	Must be willing to occasionally work evenings and weekend hours if required and to travel within the UK	1,3
	Demonstrate an ability to behave in a way that adheres to equitable and inclusive	1,3

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	working practices, while respecting diversity of thought and supporting freedom of speech and expression.	

Desirable Criteria: These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential criteria.

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

Conditions of Service

The appointment will be subject to the University's Terms and Conditions of Employment relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.

- Support and contribute to the University's commitment to Equity, Diversity, and Inclusion (EDI), while carrying out all duties in a way that respects these principles and upholds the right to free expression. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous**, **Collaborative**, **Creative**, **Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our **vision and values**.

Our Accreditations

We 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.

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We are proud to be a Race Equality Charter Member. The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).

We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared themselves with a disability, provided they meet the essential criteria for a role. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.

We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.

We are proud supporters of the City of Sanctuary movement and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

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.

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