

Job Description

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| Job Title: | Development & Marketing Officer |
| Reporting to: | Principal and Head of Development & External Relations |
| Key relationships: | Director of Resources & Operations; Trustees; Joint Development Advisory Working Group; Heads of Departments; Head of Finance; Professional Services Team |
| Fraction: | 0.8 |
| Salary: | £24,000 (pro-rata for a full-time rate of £30,000) |

Main Purpose of the role

The post holder is responsible for supporting the implementation of the Art School's marketing and development strategies. They are a key member of the Professional Services Team and will provide direct support to the Principal in relation to marketing and to the Head of Development & External Relations in relation to development. Importantly the role includes research and content generation both for marketing and fundraising purposes.

Main duties and responsibilities

Marketing

- Plan and implement promotional campaigns employing the Art School's website, social media channels, printed publications etc;
- Prepare content for the website, social media channels and printed material, ensuring promotional material is planned and available in good time, and oversee distribution where appropriate;
- Liaise with designers, photographers and videographers to ensure commissioned material is relevant, of high quality and produced on time;
- Manage and regularly update the News feed and oversee and contribute to Course Blogs on the Art School website;
- Manage the portfolio of promotional films and identify and work on new films;
- Ensure that information about the Art School in different promotional contexts is accurate and appropriate;
- Organisation of recruitment events such as Open Days (both in-person and virtual) and Taster days;
- Ensure that public facing events such as the Degree Show and London Craft Week are effectively used to promote recruitment and enhance the Art School's profile generally
- Support attendance/ attend recruitment fairs as appropriate to promote courses;

- Train and liaise with student ambassadors where they are involved in promoting the Art School and its courses;
- Evaluate the effectiveness of strategies – for example through questionnaires or focus group meetings;
- Conduct research into new avenues for marketing including free postings.

Development

- Oversee the fulfilment of the reporting requirements of bursary/scholarship donors in liaison with other members of the Professional Services Team;
- Steward and maintain relationships with bursary/ scholarship funders, including drafting and submitting annual reports, collection of student, equalities and progression data and organisation of visits;
- Support the use of events both on Art School premises and elsewhere to nurture benefactors and development prospects;
- Support research into potential grants and other sources for fundraising;
- Collate information, draft and format grant applications, grant acceptance and subsequent end of grant reports;
- Co-ordinate donor acknowledgment: thank you letters, donor boards, plaques, website etc;
- Maintain external contacts database and create reports - add new contacts, add new alumni, update unsubscribers as per GDPR, record and track donations and activities;
- Coordinate meetings and visits from Donors and Prospects and Development related events.
- Manage guest lists for donor events;
- Clerk Joint Development Working Group and City & Guilds Art School Property Trust meetings

Art School Profile

- To promote and maintain a positive profile for the Art School throughout
- Participate in the development/organisation of relevant external projects and collaborations with Industry partners, networking and building on external relationships in liaison with line managers

Internal Communications, Planning and Administration

- To support preparation for and to attend and participate in relevant meetings, Committees, Panels, Boards, Working Groups etc as appropriate and agreed with line manager.

Staff Development

- To participate in the Art School's staff appraisal scheme (Individual Performance Review) and in staff development and training activities in relation to priorities set by the Art School and/or line managers

Health and Safety

- To be conversant with health and safety regulations and protocols in relation to the role and remain vigilant of any breaches, communicating with students and colleagues as appropriate.

Other

- To undertake other duties of a reasonable nature, as may be determined by the post holder's line manager from time to time, in consultation with the post holder.
- It is the duty of the post holder not to act in a prejudicial or discriminatory manner towards members of staff, students, visitors or members of the public. The post holder should also counteract such practice or behaviour in others by challenging and reporting it.

Key Reference documents:

- Staff Support and Development Handbook
- Art School website
- Prospectus and other printed matter
- Course Handbooks
- Art School Policies and Procedures

| Person Specification | |
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| Essential | Desirable |
| Experience in a fundraising and/or marketing environment in an arts or heritage organisation, higher education or vocational training institution or other relevant parts of the charity sector. | Experience of recruitment marketing |
| Knowledge and experience of website editing, monitoring and evaluation | Experience in donor relations, grant proposal and report writing. |
| Experience of using social media channels to engage audiences and promote events and activities | Experience of press relations |
| Experience of working with a CRM database and email list management, knowledge of best practice and GDPR regulations governing the use of data | Proficiency in desk top design (eg. Photoshop; Illustrator; Canva; InDesign) |
| Ability to communicate and engage in face to face communication at all levels and to build lasting relationships | Experience of alumni relations |
| Excellent persuasive writing and proof-reading skills. | Experience of dealing with committees and individuals who are senior in their field. |
| Excellent organisational and administrative skills with attention to detail and a high level of accuracy | Lively interest in, and knowledge of at least one of the following: the visual arts, heritage and higher education. |
| Ability to prioritise workloads whilst also working across a range of demands on a daily basis and to deliver on time to agreed targets and deadlines | |

