

JOB DESCRIPTION

Job Title:	Marketing Manager
Reporting to:	Principal
Key Relationships:	Senior Management Team, Admissions Team, Widening Participation Manager.
Fraction:	0.8 (4 days per week)
Salary:	£32,000 (Pro rata FTE salary of £40,000)

Main Purpose of the role

The post holder is responsible for developing, implementing and monitoring the Art School's marketing strategies. They are a key member of the Professional Services Team and will provide direct support to the Principal in relation to marketing, with the core objectives of:

- increasing and diversifying applications to our undergraduate and postgraduate courses
- raising and strengthening the Art School's profile
- effectively communicating the Art School's activities

Main Duties and Responsibilities

Strategy

- Develop, implement and monitor marketing strategies that are in line with the strategic objectives of the Art School
- Work with the Principal and Senior Management Team to ensure strategies are performing effectively and adjust where required
- Ensure that all communications from the Art School are consistent, professional and on brand

Research, analytics and reporting

- Evaluate the effectiveness of strategies through analyzing performance data and the use of surveys and focus group meetings
- Identify new audiences and avenues for marketing
- Analyze the market and consumer behaviour and adjust marketing campaigns accordingly.

- Provide the Principal with regular reports, including updates on existing and potential marketing activities, supported with performance data.
- Ensure compliance with GDPR

Website

- Manage the Art School's website, and oversee any updates and re-developments
- Create and post regular, engaging visual and written content on the news pages and course blogs
- Ensure that the information on each section of the website is up to date and accessible
- Liaise with Heads of Department and Admissions Team for updated information as required

Social Media and Paid Advertising

- Manage the Art School's social media profiles – Instagram, TikTok, Facebook and LinkedIn – posting regular, high-quality content.
- Develop and implement promotional campaigns employing the Art School's social media profiles and paid online advertising, such as Google Ads and listings on external sites.
- Manage the portfolio of promotional video content, and oversee new video content

Promotional Materials

- Ensure promotional materials are planned and delivered on time and oversee distribution where appropriate.
- Manage third party resources, such as designers, photographers and videographers, to ensure commissioned material is relevant, high quality and produced on time.
- Ensure that information about the Art School in different promotional contexts is accurate and appropriate.

Email Marketing

- Manage and create all visual and written content for external email marketing – general updates, the promotion of new courses, event announcements etc.
- Work with the Admissions Team to develop and implement email marketing strategies for engaging prospective students and offer holders.
- Ensure all mailing lists are kept up to date and GDPR compliant

Events

- In conjunction with the admissions Tutor, Organise and promote recruitment events such as Open Days and Taster Days
- Ensure that public facing events such as the Graduate Shows and London Craft Week are effectively used to promote recruitment and raise the Art School's profile
- Oversee the promotion of the annual Graduate Shows, including working with designers on the Shows' Identity and effectively utilizing all assets
- Organise the attendance of recruitment fairs as appropriate to promote courses, and provide all required promotional materials
- Recruit, train and manage a team of student ambassadors to support Open Days, Taster Days and Student Virtual Chats.

Short Courses

- Coordinate the practical arrangements for the Art School's short course programmes (Evening Classes; Summer School)
- Implement effective promotion of the short course programmes
- Oversee recruitment (currently through EventBrite) to the programmes and communications with participants

Budget Management

- Monitor and allocate the marketing budget
- Report to the Principal on ROI
- Approve invoices and quotes as required

Art School Profile

- Promote and maintain a positive profile for the Art School
- Participate in the development/organization of relevant external projects and collaborations 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 behavior in others by challenging and reporting it.