

## **JOB DESCRIPTION**

<b>Job Title:</b>	Brand Manager (part time, 2 days per week)
<b>Reporting to:</b>	Principal
<b>Key Relationships:</b>	Senior Management Team, Admissions Tutor, Development and External Relations Manager Widening Participation Manager.
<b>Fraction:</b>	0.4 (2 days per week)
<b>Salary:</b>	£16,000 (Pro rata FTE salary of £40, 000)

### **Main Purpose of the role**

The post holder is responsible for developing the Art School's brand in line with its strategic vision, and for shaping the narrative that supports it and to plan and deliver associated engagement. The Brand Manager is 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:

- raising and strengthening the Art School's profile and awareness among key audiences
- Ensure consistent and compelling communication of the Art School's activities and achievements
- increasing and diversifying applications to our undergraduate, postgraduate and short courses

### **Main Duties and Responsibilities**

#### **Strategy**

- Develop, implement and monitor the core identity of the Art School across all communication channels, and to ensure that events and external engagement are aligned with it
- Work with the Principal and Senior Management Team to ensure communication 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 analysing performance data and the use of surveys and focus group meetings, and use these insights to inform future planning and decision-making
- Identify new audiences and avenues for increasing brand awareness
- Analyse 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

- Oversee the Art School's website, including design strategy, maintenance of ongoing functionality, and technical development
- Ensure that all information on the website is up to date and accessible
- Liaise with Senior Management Team, Heads of Department, Admissions Team and others as required to ensure accuracy and completeness

## Social Media and Paid Advertising

- Develop strategies for and implement promotional campaigns for paid online advertising, such as Google Ads and listings on external sites.
- Contribute to content creation for social media platforms – Instagram, TikTok, Facebook and LinkedIn

## Promotional Materials

- Ensure promotional materials are planned and delivered on time and oversee distribution where appropriate.
- Manage the portfolio of promotional video content, and oversee new video content
- 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

- Oversight, promotion and evaluation of 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 the Art School's brand and student recruitment
- Oversee the identity and branding of the annual Graduate Shows, including working with designers on the Shows' aesthetic and messaging

- To assess the Art School's involvement in recruitment fairs and similar activities and to ensure they are appropriately promoted and supplied with suitable promotional materials

#### Budget Management

- Jointly monitor and allocate the marketing/branding budget
- Report to the Principal on ROI
- Approve invoices and quotes as required

#### 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.

<b>Person Specification</b>	
Essential	Desirable
Knowledge and experience of website editing, monitoring and evaluation	Experience in a marketing environment in an arts or heritage organisation, higher education or vocational training institution or other relevant parts of the charity sector.
Experience of using social media channels to engage audiences and promote events and activities	Experience of press relations  Experience of student recruitment marketing
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	