

Job Description

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| Job Title | Marketing Officer |
| Reports To | Head of Marketing and Development |
| Responsible For | Student Marketing Assistant - casuals |
| Department | Marketing, Admissions and Development |
| Location | The majority of the Theatre School's activities are based at the School's Downside Road, Clifton site, with input at other relevant locations as required, including hired venues used for our public performances and events. |
| Hours | This is a part-time post, predicated on 32 hours each week. Occasional evening & weekend work may be required. Bristol Old Vic Theatre School supports flexible working whilst ensuring that the operational needs of the School are met. |
| Term | This a permanent post |
| Salary | £24,000 per annum (based on the full-time equivalent of £30,000 per annum) |
| Benefits | <ul style="list-style-type: none"> • Flexible working hours, according to business needs. • Complimentary tickets to Theatre School productions. • Invitation to annual screening of students' film work. • Join alumni masterclasses arranged for current students. • Parking space on a first-come-first-served basis. • Bring your (well-behaved) dog to work. • Employee Assistance Programme available to all staff. • Staff-led groups. • Supportive and friendly environment. |
| Pension | 4% employer and employee contribution after 3 months' service into the workplace pension administered by the People's Pension. |
| Holidays | 20 days per holiday year plus bank holidays (pro-rata based on part-time hours - FTE = 25 days per holiday year.) |
| Notice Period | Two months, after successful completion of probationary period |
| Probationary Period | Six months |
| Duties & Responsibilities | <p>Position Overview:</p> <p>The Marketing Officer will primarily be responsible for the day to day delivery of marketing campaigns to support the Schools full-time course recruitment, theatrical productions and events (including the student launch activities such as Showcases and Graduate Exhibitions.) Overseeing the output of social media content and other communications through relevant channels - ensuring equity of coverage across all courses and areas of the School and wider Charity.</p> <p>The Marketing Officer will be an active member of the wider Marketing, Admissions and Development department and support</p> |

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| | <p>the Head of Marketing and Development with other relevant marketing and communication activities as appropriate.</p> <p>Duties & Responsibilities: This will include, but not be limited to:</p> <ul style="list-style-type: none"> • Producing course advertising and marketing materials such as prospectus/brochures, digital and print ads across all relevant channels. • Producing promotional artwork and assets to support ticket sales for the schools stage productions and other events including the Graduate Showcase and Graduate Exhibition. • Coordinating student launch activities. • Liaise with relevant press contacts and invite lists for theatre performances and student showcase events. • Attending student recruitment events where required. • Producing social media content and website articles to keep information up-to-date and relevant. • Maintaining regular e-newsletter communications with our various marketing lists, including Prospective students, Alumni, ticket buyers. • Ensure all communications adhere to CMA requirements for course promotion. • Overseeing the marketing activity planner, in conjunction with the Commercial Marketing Officer and Head of Marketing and Development. • Supporting the Admissions Manager in ensuring relevant communication about full-time course recruitment is delivered in an efficient and timely manner. • Work with the Head of Dept to liaise with course leaders and ensure all course content and information is kept accurate and up to date. • Coordinate and develop a positive timetable of 'paid casual student social media ambassadors' • Maintain all contact database lists, utilising current software subscriptions and adhering to GDPR compliance. • Responding and administering the relevant mailboxes for the dept. Including the marketing@ / student-recruitment@ / RSVP@ <p>Additional Requirements: Engage fully in the life of the school, attending productions, showcases and exhibitions) to develop an exceptional working knowledge of the school's courses and position in order to best drive brand awareness.</p> <p>Ensure market competitiveness of the theatre school by benchmarking against competitor activities and marketing collateral, participating in relevant internal and external networks when required.</p> |
| Person specification | Essential: |

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| | <ul style="list-style-type: none"> • Previous experience working in a marketing role within a busy dept or business. Ideally 2+ years • A good understanding of the Higher Education and Arts / Live events sector • Experience in a variety of software related to marketing functions - such as: Adobe Suite, Wordpress (or other CMS), Mailchimp, CRM/Data management systems • Attention to detail and a keen eye for spelling, punctuation and grammar • A confident writer, able to adapt styles for a variety of channels. • Strong organisational skills • A team player with a 'can do' attitude. • A passion for Equality, Diversity and Inclusion in the arts or Higher Education. <p>Desirable:</p> <ul style="list-style-type: none"> • Previous experience working in an arts / charity or Higher Education institution would be advantageous. • Some kind of marketing qualification or training would be useful. Either Professional certificate, but relevant work-place experience is equally valuable. • Strong knowledge of the Higher Education and Arts landscape in Bristol and wider South West region • A good list of contacts and connections in relevant publications and media outlets that could be utilised by the School. |
| Additional Information | <p>This is a description of the job as it is presently constituted. It is the practice of BOVTS to examine job descriptions where required and update them as they relate to the work as then being performed, or to incorporate any changes being proposed. This will be conducted in consultation with whoever is in post. It is the organisation's aim to reach agreement on changes, however if this is not possible, the organisation reserves the right to insist on changes to job descriptions once the consultation is complete.</p> |
| Equal Opportunities | <p>Bristol Old Vic Theatre School's approach to Recruitment and Selection</p> <p>We aim at all times to recruit the person who is most suited to the job. Recruitment will be on the basis of the applicant's abilities and individual merits, measured against the job criteria and competencies.</p> <p>Equality & Diversity</p> <p>The Theatre School recognises the positive value of diversity, promoting equality and challenging unfair discrimination. We welcome applications from those currently underrepresented in our own workforce and across the wider arts and training sectors: these include, but are not limited to, people who are culturally and ethnically diverse and experience racism in our society, those with</p> |

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| | <p>LGBTQ+ identities, neurodivergent and/or D/deaf and disabled, those with caring responsibilities and those who have experienced socio and economic barriers.</p> <p>We will not discriminate or tolerate discriminatory behaviour on the grounds of age, disability, educational background, gender, employment status, ethnic origin, marital/partnership or family status, race, religion or belief, sex, sexual orientation, social class, transgender, working pattern or any other irrelevant factor in any aspect of employment.</p> <p>We are committed to employing disabled people, and reasonable adjustments will be made to the recruitment procedure to ensure that no-one is disadvantaged because of their disability. If a disabled person is appointed, reasonable adjustments will be made to the workplace as far as possible, including premises & equipment, duties, practices or policies.</p> <p>Selection & Assessment</p> <p>We use a range of methods at the interview stage to assess candidates against objective job criteria contained in the job description and employee competencies applicable to the role. The purpose is to accurately predict a candidate's ability to perform the job in question. All interviews will be undertaken by a panel of two or more people, and we will endeavour for the panel to be representative of society. Selection panels will keep written notes on each applicant recording reasons for decisions taken. These are disclosable to the applicant. All disabled applicants (as defined by the Equality Act 2010) who meet the essential criteria as defined in the job description will guarantee an interview.</p> <p>We are committed to improving the diversity of our workforce. Where two candidates are equally scored following interview or assessment, positive action will be taken and we may appoint a candidate with a protected characteristic which is underrepresented within the Theatre School.</p> |
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