

Job Description

Job Title	Marketing and Communications Officer
Reports To	Marketing and Student Recruitment Manager
Responsible For	Marketing and Student Recruitment Assistant, subject to approval
Department	Marketing and Student Recruitment
Location	The majority of the Theatre School's activities are based at the School's Downside Road site. The Marketing and Communications Officer will be expected to sometimes travel to theatre venues across Bristol (for example, to meet with venue marketing teams).
Hours	40 hours per week plus additional hours and days as necessary. Some occasional weekend and evening work is required, particularly around production weeks.
Contract	18 months in the first instance, with a view to becoming permanent.
Salary	£28,000 per annum paid by BACS monthly in arrears
Pension	4% employer and employee contribution after 3 months' service into workplace pension administered by the People's Pension
Holidays	25 days per year, plus statutory bank holidays in non-term time (pro-rata)
Notice Period	Three months following successful completion of probationary period.
Probationary Period	Six months (during which the notice period is one week).

<p>Person specification</p>	<p>Essential criteria:</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent; • A demonstrable ability to write compelling and engaging copy in order to market both the School's courses and productions; • At least two years' experience in marketing, publications, communications or press-related roles. • Experience of briefing, working and negotiating with external graphic designers; • An exceptional attention to detail; • Experience of working within house style guidelines; • Experience of writing copy for both print and web publications and an ability to tailor style for audience and format; • Experience of media relations (e.g. writing and issuing press releases, responding to media enquiries or acting as a spokesperson, pitching to media to gain earned coverage); • Experience of uploading and editing website content through a content management system (CMS); • An understanding of the importance of adherence to GDPR protocols. <p>Desirable criteria:</p> <ul style="list-style-type: none"> • Experience of working in a similar role within higher education; • A marketing, communications or PR qualification; • Basic graphic design, typesetting or html skills. Use of Adobe Illustrator, InDesign or Photoshop would be advantageous; • Experience of managing publication production from conception through to print; • Experience of media buying and negotiating with advertisers; • Experience of using a basic customer relationship management (CRM) system to send email; • Experience of using a WordPress content management system (CMS); • A working understanding of website accessibility issues; • An interest in the theatre, film or the arts and an ability to champion the benefits of a specialist arts training.
<p>Duties and responsibilities</p>	<p>Overall Responsibilities:</p> <ul style="list-style-type: none"> • Work with the line manager and course leaders to ensure all courses are marketed across the School's website in a timely and compelling way which adheres to CMA requirements; • Lead on the production and development of marketing collateral to advertise the School's course portfolio. This may include print prospectuses, flyers, banner stands and posters, but also digital content including video material. • Write press releases, news articles for the School website, and develop content for social media, ensuring appropriate segmentation and targeting by channel.

- With other members of the M&SR team, implement course-specific marketing plans (e.g. comms campaigns, mailouts, advertising etc);
- Work closely with the Artistic Director and line manager to devise campaign plans to market each season of the School's public productions, including across print and digital media;
- Lead on the implementation of an annual renewal process to ensure copy and images across the School website are kept up to date;
- Maintain the School's social media channels, ensuring a proactive and segmented approach and that enquiries are responded to efficiently;
- Create compelling content for email marketing and communicate with show audiences, prospective students and applicants, and alumni;
- Maintain contact databases, ensuring best practices and compliance with GDPR protocols;
- Undertake marketing and communications work to showcase graduating students to industry, including producing print publications for acting showcases, print and digital publicity for the annual design exhibition;
- Where required, liaise with marketing, communications and box office staff at partner venues to ensure productions go on-sale at an appropriate time;
- Where required, be the nominated enquiry point at the School for production-related enquiries; and work with the Marketing and Student Recruitment Assistant to manage the allocation of complimentary tickets;
- Engage fully in the life of the School (e.g. attending productions, showcases, exhibitions) to develop an exceptional working knowledge of the School's courses and positioning, in order to best drive brand awareness;
- Ensure market competitiveness of the Theatre School by benchmarking against competitor activities and marketing collateral, participating in relevant internal and external networks when required.
- Provide administrative support within the department, dealing with general enquiries received via shared inboxes or telephone, or any other reasonable shared departmental duties, including cover for sickness absence and holidays.

Internal Interfaces

- Marketing and Student Recruitment Manager; Student Recruitment and Outreach Officer; Marketing and Student Recruitment Assistant.
- Artistic Director; all heads of courses; Academic Registrar; Principal; Finance Director.
- Current students, particularly graduating students in their final year of training.

	<p>External Interfaces</p> <ul style="list-style-type: none"> • Marketing and communications staff at theatres and arts venues across Bristol and relevant external networks. • Freelance graphic designers and illustrators, photographers, and web developers.
<p>Equal Opportunities</p>	<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 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 LGBTQ+ identities, neurodivergent and/or D/deaf and disabled, those with caring responsibilities and those who have experience 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 be guaranteed an interview.</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.