

Job Description

Job title	Marketing Officer (Courses)
Reports to	Marketing and Student Recruitment Manager
Responsible for	No direct reports, but project administrative support is provided by the team's communications and events assistants.
Department	Marketing and Student Recruitment
Location	The majority of the Theatre School's activities are based at the School's Downside Road site. The role holder will be required to hot-desk normally 1 day per week at other BOVTS teaching sites in Clifton and/or Bedminster. Staff within Marketing and Student Recruitment normally work from home on one day per week.
Hours	The working hours are 40 per week, with occasional evening and weekend work (for example open days or open evenings) with reasonably arranged time off in lieu.
Salary	£29,650 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 academic year pro rata plus bank holidays in non-term time, plus reasonably organised and pre-agreed Time Off in Lieu (TOIL)
Notice Period	One month
Probationary Period	Six Months

Duties and responsibilities	<p>Overall Responsibilities</p> <p>This role is responsible for planning and delivering course- and programme-specific marketing campaigns to ensure that the School's recruitment targets across its portfolio are met (to include both HE courses, short courses for adults, and youth courses).</p> <p>The role holder will be key in consolidating the reputation of the School's vocational and specialist training, as well as raising the School's profile in emergent international markets. Working collaboratively with both teaching and professional services staff, the role holder will:</p> <ul style="list-style-type: none"> • Work closely with the departmental manager and the Student Recruitment and Outreach Officer (SROO) to plan and
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implement marketing and plans including for higher education degree courses, non-HE courses, and youth courses.

- Working in liaison with the SROO, utilise admissions data, focus groups with new students, decliners' surveys and desk-based market research to evaluate the impact of marketing strategies, and to develop market insight.
- Develop an exceptional working knowledge of the School's course portfolio in order to ensure that key selling points are appropriately reflected in print, digital and web-based marketing collateral.
- Project manage a range of course-specific marketing activities – e.g. working with graphic designers on print publicity, working with photographers or videographers to produce digital content, writing copy for new or updated webpages etc.
- Ensure that the School's course profiles on the website and external listing sites are kept up-to-date, are compelling to the target market, and meet Competition and Markets Authority; Advertising Standards Authority; and Office for Students regulations.
- Develop email CRM content for student recruitment and conversion campaigns, including copy writing, manipulating graphics, and building simple emails within basic CRM software.
- Maintain contact databases, ensuring best practices and compliance with GDPR protocols.
- Adopt a planned and diarised approach to meeting course leaders on a regular and ongoing basis, offering marketing guidance and support where required.
- Support the production of the School's prospectus and other key print publications as required.
- Undertake marketing work around the School's access and recruitment initiatives – for example open day publicity, outreach schemes etc.
- Provide occasional cover for the Student Recruitment and Outreach Officer in attending school, college or careers events to promote the value of training at BOVTS.
- 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.
- Support the departmental manager in ensuring that the School's marketing strategy aligns with the overarching BOVTS strategy, vision and values.

Financial Control / budget responsibility

To work within budgets agreed with the departmental manager.

Internal Interfaces

All course leaders and/or Directors of Courses, Non-degree Course Specialist, Admissions Team, Executive Leadership Team, colleagues in the Marketing and Student Recruitment Team, student ambassadors, student reps etc.

	<p>External Liaison Graphic designers, photographers, videographers, BOVTS alumni, UWE Bristol partnership staff etc.</p>
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This is a description of the job as it is presently constituted. It is the practice of BOVTS to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.

<p>Person specification</p>	<p>Essential</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent professional experience • Marketing and/or communications experience within the Higher Education (HE) or Further Education (FE) sector (or evidence of transferability of skills) • An ability to write compelling copy to engage a range of audiences, including prospective students and their influencers • Experience of working with freelance or agency staff such as graphic designers, photographers or videographers • Experience of running successful marketing campaigns designed to elicit lead generation or conversion • Ability to work under pressure and to prioritise a complex workload whilst maintaining a highly organised approach • An understanding of the importance of data protection and GDPR as applied to student marketing and recruitment • A collegiate and supportive approach <p>Desirable</p> <ul style="list-style-type: none"> • Experience of writing for the web and editing website content through a content management system (CMS) • Experience of Customer Relationship Management (CRM) to include email marketing campaigns • An understanding of the UK Higher Education landscape including the student decision-making journey • Experience of marketing for international student recruitment • Familiarity with Competition and Markets Authority (CMA) legislation and Advertising Standards Authority (ASA) as applied to student marketing • Graphic design skills using Adobe Illustrator, InDesign or Photoshop • Numerate and confident in interpreting statistical data (for example use of marketing metrics, Google Analytics etc) to evaluate campaign success • An interest in the theatre, film or the arts and an ability to champion the benefits of a specialist arts training.
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Equal Opportunities

Bristol Old Vic Theatre School's approach to Recruitment and Selection:

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.

Equality & Diversity

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 LGBTQ+ identities, neurodivergent and/or D/deaf and disabled, those with caring responsibilities and those who have experienced socio and economic barriers.

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.

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.

Selection & Assessment

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.

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.