

Job Description

Job title	Digital Marketing Assistant
Reports to	Marketing and Communications Officer
Responsible for	No reports
Department	Marketing and Student Recruitment
Location	The majority of the Theatre School's activities are based at the School's Downside Road site. Occasional work from home is permitted subject to approval from the line manager.
Hours	This is a 0.6 FTE role equating to 24 hours per week including a 30 minute paid lunch break each day. Occasional evening and weekend work (for example at theatre shows or during short courses) is expected for which there is reasonably arranged time off in lieu.
Salary	£15,000 per annum (£25,000 per annum pro rata) 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>The Digital Marketing Assistant is a key role within the Marketing and Student Recruitment team. The role holder works closely with the team's Marketing Officers to support CRM email marketing, to ensure the School website is best meeting customer and business needs, and to support social media management. Working closely with staff from across the organisation, the assistant will:</p> <p>Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> Ensure the School's mailing list databases for communication with prospective students, applicants, alumni, show audiences and donors are kept up-to-date, adding new subscribers and cleansing the databases according to agreed protocols;
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- Use drafted copy to build emails within CRM software and use pre-agreed filters to send this content to a range of audiences;
- Monitor opening rates, click through rates etc. to inform campaign evaluation.

Digital content

- Produce a range of digital assets within the School's visual identity for use on social media, email signatures, digital display screens etc;
- Project manage the team's digital calendar, requesting copy and content from a range of stakeholders, scheduling photoshoots etc. to ensure that internal and external deadlines are met;
- With guidance from the line manager, ensure School digital content meets accessibility requirements;
- Support the Marketing and Communications Officer with the development of a content strategy by sourcing testimonials, Q&As and imagery from across the School – including at all teaching sites.

Web, advertising and SEO

- Create new webpages on the School's website, including for upcoming productions and events;
- Act as web editor, making updates to the School website as requested and ensuring key external-facing pages are always up-to-date;
- With training and guidance, undertake Search Engine Optimisation (SEO) work to maximise brand reach;
- With appropriate guidance, collate information from a range of data sources, including Google Analytics, and produce simple Excel reports to inform campaign evaluation.

Social media management

- Support the Marketing and Communications Officer with the management of social media by scheduling posts, replying to direct messages and interacting with followers;
- Support the Marketing and Communications Officer in developing student-generated content (e.g. takeovers) and from time-to-time capturing and editing such content – e.g. by attending rehearsals or shadowing in departments etc.
- Act as a point of contact for the School's student TikTok ambassadors, ensuring their compliance with the department's digital guidelines.

Customer Service, project support and administration

- Provide administrative support to a range of projects and campaigns across the department as required including

	<p>updating listing sites for productions and events, and supporting the advertising of BOVTS staff roles.</p> <ul style="list-style-type: none"> • Manage the team's shared marketing and alumni inboxes, responding to a range of enquiries and triaging more complex queries to the most relevant staff member; • Undertake other reasonable administrative duties that are commensurate with the job role including handling telephone enquiries, arranging couriers etc. <p>Financial Control / budget responsibility To work within budgets agreed with the departmental manager</p> <p>Internal Interfaces All staff at the Theatre School but particularly the Production Administrator, teaching staff and Acting Courses Coordinator, Admissions team, short course teaching staff etc. The role holder will liaise closely with BOVTS students, particularly to develop and collect student-generated digital content, as well as staff at the School's film and TV department.</p> <p>The role is line managed by the Marketing and Communications Officer but will also provide support to other staff within the department, particularly the Courses Marketing Officer.</p> <p>External Liaison Show audiences, BOVTS alumni, attendees at BOVTS events and productions and members of the public 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.

Person specification	<p>Essential</p> <ul style="list-style-type: none"> • Level 3 qualifications (A-levels or equivalent college course) or substantial administrative experience. • Experience working in a relevant role or roles with a range of digital marketing or communications responsibilities. • Experience of uploading and editing website content through a content management system (CMS). • Good literacy skills – a close attention to detail and an ability to respond to a range of email enquiries, varying the tone or style as appropriate. • Basic numeracy and data skills – an ability to produce simple charts in MS Excel, and to use basic formulae.
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	<ul style="list-style-type: none"> • Ability to work under pressure and prioritise a busy workload whilst maintaining a highly organised and methodical approach. • An understanding of the importance of data protection (GDPR) and experience of following procedures to protect customer data. • Experience of enquiry management, including handling email, telephone and social media enquiries. • A collegiate and supportive approach. <p>Desirable</p> <ul style="list-style-type: none"> • Experience of using Adobe Illustrator, InDesign or Photoshop for basic graphic design. • Experience of using video editing software such as CapCut, Adobe Premiere Pro or equivalents. • Experience of working with students or other stakeholders to create user-generated digital content. • Experience of working collaboratively with creative agencies such as graphic designers or videographers. • Experience of using Customer Relationship Management (CRM) software to send email marketing/communications campaigns. • An appreciation of the importance of making web content accessible.
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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 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</p>
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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.