

JOB DESCRIPTION

JOB TITLE	Marketing and Communications Assistant
TYPE OF CONTRACT	Permanent, full-time
RESPONSIBLE TO	Head of Marketing and Communications
GRADE AND SALARY	Grade 1 £20,675 - £23,271 plus benefits Please note that we advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range
HOURS OF WORK	35 hours per week; Monday to Friday (9.30am – 5.30pm) plus evening and weekend work as and when necessary
KEY WORKING RELATIONSHIPS	Marcomms dept, Partnerships and Development dept., Examinations dept.; Student Services dept., Drama School Office and Estates Management Dept
INTERNAL	
EXTERNAL	N/A
PROBATIONARY PERIOD	Your employment will be subject to a probationary period of 6 months
BENEFITS	
(1) HOLIDAY ENTITLEMENT	Generous annual leave of 28 days plus Bank holidays (This is inclusive of any days when LAMDA may be closed, e.g. Christmas closure)
(2) PENSION	After 3 months of continuous service you will be automatically enrolled into our qualifying workplace pension scheme with AVIVA. LAMDA will make an additional contribution in accordance with auto-enrolment regulations
(3) GP 24	You have access to remote, private GP services 24/7, 365 days a year. GP 24 is supported by highly experienced and knowledgeable doctors
(4) EMPLOYEE ASSISTANCE PROGRAMME (EAP)	EAP is a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life,

	health and general wellbeing. EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues
(5) MENTAL HEALTH SUPPORT	LAMDA offers confidential, 24/7, online easy to access mental health support which is a free service
(6) CYCLE TO WORK SCHEME	LAMDA offers a salary sacrifice cycle to work scheme
(7) EYE TESTS	Sight test costs is reimbursed to employees who require VDU use
(8) HYBRID WORKING	Hybrid working may be offered for some non-student facing roles. We expect a norm of 60% of your time in the office and 40% of your time to be worked from home
(9) GROUP LIFE ASSURANCE	After six months of continuous service and on successful completion of the probationary period you will become eligible to death-in-service benefit where the nominated beneficiary could receive approximately 4 x annual salary payment if death occurs whilst in service
(10) SEASON TICKET LOAN	LAMDA offers an interest-free loan for the purchase of an annual season ticket
(11) REWARDS MARKETPLACE	You are eligible to join our reward scheme in which you can take advantage of discounts and perks in 1000s of brands from a wide variety of categories

JOB PURPOSE

Working as an integral member of this fast-paced customer- and results-focused Marketing & Communications team, the post-holder will support the development and execution of a full range of integrated marketing and communications campaigns, working across all LAMDA channels, including social media, email marketing, intranet, website and live events.

DUTIES AND RESPONSIBILITIES

- Provide operational support to the rest of the Marketing & Communications team.
- Copywriting for digital communications, including social media, the LAMDA website and the LAMDA intranet.
- Produce engaging and effective social media rich content, including low-fi videos, stories, photos and graphics, under the guidance of the Digital Content and Communications Manager.
- Responsible for monitoring and handling requests through shared email accounts including hello@lamda.ac.uk, marketing@lamda.ac.uk and webmaster@lamda.ac.uk
- Respond to customer queries via social media and be an ambassador for the LAMDA brand on all external channels.
- Actioning communications updates via the website, intranet and email where required.
- Under the guidance of the team, provide day-to-day maintenance of the intranet, LAMDA World.
- Monitor and report on LAMDA media coverage and produce and distribute internal press reports.
- Reformat and catalogue production, events and publicity images.

- Collate LAMDA Alumni news and information including media coverage and produce the LAMDA Alumni news story each month.
- Work with colleagues in the team to deliver integrated marketing campaigns supporting all areas of LAMDA's business and its annual objectives.
- Use DotDigital to produce newsletters and emails to be sent to various target audiences, monitoring and reporting on their effectiveness.
- Support colleagues to create print and digital marketing tools including leaflets, programmes and emails.
- Support the maintenance of LAMDA's database including data cleansing and the Directory of Teachers.
- Update the website as required and be responsible for gathering and reporting on Google Analytics on a monthly basis.
- Be responsible for updating online and print listings.
- Support the delivery and marketing of workshops, seminars, and events.
- Provide logistics and marketing support for LAMDA's participation in external trade fairs, promotional events and exhibitions.

GENERAL SUPPORT

- Provide excellent all-round administrative support for the department.
- Fulfil email, telephone and in-person enquiries and requests for information as appropriate.
- Represent LAMDA at internal and external events as required.
- Undertake market research, data collection to inform future marketing campaigns as required.
- Use creativity and an interest in LAMDA and the performing arts to think of ideas for marketing activity and how to support and strengthen campaigns.
- Develop and pitch ideas that will amplify the LAMDA brand and its course offerings across all external channels.

This job description reflects the present requirements of the post and should not be seen as an exhaustive list of responsibilities. Duties and responsibilities may develop and change in consultation with line management.

The successful applicant will be required to go through a DBS 'Enhanced Disclosure' check. Expenses will be met by the Academy.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
SKILLS / ABILITIES	<p>Excellent written and oral communication skills</p> <p>Excellent attention to detail</p> <p>Ability to multitask, manage own time and work to deadlines</p> <p>Ability to work with a wide range of internal and external colleagues and audiences</p>	Social Media content creation	CV/Cover letter/ Interview
KNOWLEDGE	<p>Second nature knowledge of MS Word, Excel, and Outlook</p> <p>Second nature knowledge of social media and awareness of digital communications</p>	<p>Working knowledge of Adobe Creative Suite</p> <p>Good working knowledge of databases</p> <p>Experience of managing and updating websites</p>	CV/Cover letter/ Interview
EXPERIENCE	Proven interest in marketing	<p>Admin experience</p> <p>Proven interest in the arts and/or education sector</p>	CV/Cover letter/ Interview
QUALIFICATIONS		Relevant marketing qualifications	Certificates (If applicable)
QUALITIES	<p>Enthusiastic team worker</p> <p>Conscientious and hardworking</p> <p>Organised, pragmatic and responsive</p> <p>Positive and proactive with the ability to deal with pressures of a busy role</p>	Experience in press and PR, social media and digital marketing	CV/Cover letter/ Interview

ABOUT LAMDA

As the oldest drama school in the UK, founded in 1861 as the London Academy of Music and Dramatic Art, LAMDA is a world-leading conservatoire based in the heart of London, offering exceptional vocational training to actors, stage managers, technicians, directors and designers, regardless of their background or socio-economic circumstances. In 1965, LAMDA became the first drama school to introduce technical training and quickly became a prototype for other institutions branching into this area.

LAMDA is also an Ofqual-registered awarding body, offering world renowned qualifications in communication and performance and inspiring the next generation of confident communicators through qualifications in performance and communication.

LAMDA has been registered with the Office for Students as a stand-alone Higher Education Provider since 2019 and was granted full degree awarding powers in 2021. We believe drama has the power to transform lives. Our students graduate as authentic, confident and independent artists or technicians, capable of shaping their own careers.

Conservatoire training is, by its nature, selective, training only the best; course numbers are limited and LAMDA teaches in small groups. There is a core cohort of just under 400 UK and international students a year across six-degree courses and other HE courses. The school also welcomes around 360 students onto other courses during the year, including short courses run during Spring and Summer vacations. LAMDA is a leader in performing arts training and strives for excellence in every facet of our organisation.

At the heart of LAMDA's approach is a commitment to the ensemble, stressing the importance of collaboration to achieve excellence. LAMDA nurtures every student's unique talents to give them the tools they need to become independent, creative artists and technicians, along with all the help and guidance they need to transition and make their mark within the creative and performing arts industry. Alongside this, LAMDA is committed to ensuring that its training is accessible to all. LAMDA has several substantial measures in place to widen access to Higher Education and is committed to the creation of pathways to our training for those from the Global Majority, those from low socio-economic backgrounds and care leavers.

The work of the Academy is complemented by that of LAMDA Examinations, through which LAMDA offers a drama and communications-based syllabus leading to accredited and non-accredited awards in the UK and overseas.

In 2017, LAMDA moved into its new £28.2m centre for world-leading drama training. LAMDA's new home features ten large training and rehearsal studios, three theatres - the 200 seat Sainsbury Theatre, 120-seat the Carne Studio Theatre and the Linbury Studio, and a fully equipped digital and audio suite. In January 2018, LAMDA alumnus Benedict Cumberbatch was appointed the Academy's President.

In July 2018, LAMDA joined the register of Higher Education Providers, a key step towards achieving degree awarding powers. LAMDA now operates independently from the Conservatoire of Dance and Drama, receiving funding directly from the Office for Students. LAMDA was granted full degree awarding powers in 2021. LAMDA Alumni include Nikki Amuka-Bird, Patricia Hodge, Janet Suzman, Chiwetel Ejiofor, Jeremy Irvine, Rory Kinnear, Harriet Walter, Rose Leslie, Paterson Joseph, David Oyelowo, Katherine Parkinson, Toby Stephens, David Suchet, Sam Claflin, Leah Harvey, and Ruth Wilson, among many others.