

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 2 £26,714 - £30,068 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 5 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) CYCLE TO WORK SCHEME	LAMDA offers a salary sacrifice cycle to work scheme
(6) EYE TESTS	Sight test costs are reimbursed to employees who require VDU use
(7) 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
(8) GROUP LIFE ASSURANCE	After 6 months of continuous service you will become eligible for the death-in-service benefit, whereby the nominated beneficiary could receive approximately 4x annual salary payment if death occurs whilst in Service
(9) SEASON TICKET LOAN	LAMDA offers an interest-free loan for the purchase of an annual season ticket

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