

# Art Academy

<b>Job Title:</b>	Marketing Manager
<b>Pay:</b>	£32,000 - £37,000 per annum depending on experience
<b>Contract Type:</b>	Full time, permanent
<b>Hours:</b>	(37 hours) Mon – Fri, 9 - 5pm, with a daily 30 min break
<b>Holiday:</b>	25 days annual leave (excluding public holidays)
<b>Accountable to:</b>	Principal
<b>Location:</b>	Bankside Campus, 185 Park Street, London SE1 9BL
<b>Deadline for Application:</b>	Wednesday 11th September
<b>Interview Date:</b>	Week beginning Monday 16th September
<b>Start Date:</b>	ASAP

## **MAIN PURPOSE OF ROLE:**

The Art Academy is at one of the most exciting and significant junctures in its history as it moves into its new, state of the art teaching campus on Bankside, just behind Tate Modern. In addition to nine large studios, an auditorium with raked seating, a shop and a cafe, the new building houses a large gallery with floor to ceiling windows overlooking Tate Modern, together with a smaller (but sizeable) project space on the lower floor.

We are looking for an exceptional person to join us. Someone who is both systematic, analytical, creative and self-starting. The new campus provides opportunities for significant profile-raising campaigns that will introduce the Academy to new audiences worldwide, furthering our commercial and charitable objectives.

The successful candidate will understand the mindsets and working practices of artists, whether amateur enthusiasts, BA students or practising professionals. They will have experience of working in an arts institution, charity, educational or similar institution.

Using the Academy's brand strategy as a guide, with a systematic approach driven by audience data and product marketing insight, their creative mindset will produce dynamic, engaging marketing and communications materials that are both on-brand and tailored to our various audiences.

AA is an equal opportunities employer and recognises that a diverse workforce can enhance creativity and innovation in the workplace. As such, we welcome applications from a diverse range of backgrounds.

## **PRINCIPAL FUNCTIONS AND RESPONSIBILITIES:**

The Marketing Manager has overall responsibility for the planning, facilitation and delivery of all online and offline marketing to help sell academic and public programmes provided by the Academy. In addition, they will promote and help to sell the Academy's other activities - space and gallery hire, events, team building sessions and outreach work. They will contribute to the smooth running of the website and e-commerce platform, ensuring brand implementation, organising annual publications, and managing online and offline advertising campaigns as well as regular social media postings. Using excellent interpersonal skills, they will create and develop relationships with key professionals both internally and externally, presenting and promoting the Academy to a wide range of audiences.

They will:

### ***Marketing Strategy***

- Create a marketing strategy for the Art Academy, together with individual marketing plans for Academy activities, sharing these with the Executive Team and Academy staff and reporting regularly on their effectiveness.

### ***Website***

- Work with the relevant members of staff to manage the functioning and development of the Academy website.

### ***Social Media***

- Oversee the Academy's social media strategy; managing, regularly writing and publishing content to social media sites including Facebook, X and Instagram.

### ***Advertising Online***

- Plan the annual Google Ad-word, Facebook & Instagram campaigns, making sure that all adverts are relevant and published for the appropriate audience at the optimum time.
- Writing and designing social media ads..

### ***Advertising Offline***

- Plan the annual offline advertising campaign.

- Work with the Principal, Academic and Public Courses Teams to create an annual offline advertising campaign, placing adverts appropriate to relevant publications, that are targeted at the relevant audiences with appropriate visuals for each publication, and ensuring the timely running of these campaigns.

### ***Marketing Materials***

- Oversee and create the Academy's marketing materials, including the Academic Programmes Prospectus, Short Course Brochure as well as other leaflets and posters, as required.
- Create and implement the annual plan for mail outs of materials to individuals, businesses, organisations, schools and colleges.

### ***Academic Programmes***

- Work closely with the Academic Team to create and implement a plan for raising the profile of all current and launching new programmes..
- Work closely with the Academic Team to promote the sale of Elective Skills Workshop courses to members of the public.
- Work closely with the Academic Team to create and implement a plan to attract applications from students to study on all academic programmes.
- Work closely with the Academic Team to promote Open Days.
- Work across departments to ensure that all appropriate student opportunities offered by external agencies are successfully undertaken and resulting PR opportunities are capitalised on.
- Work closely with the Academic Team to ensure that the relevant areas of the website are kept up to date and are fit for purpose (including meeting the requirements of the CMA, validating partners and other regulatory bodies).
- Be a member of the Academic Quality, Standards & Student Experience Committee and work with the Director of Academic Quality, Standards and Student Experience to ensure all marketing materials are CMA compliant.

### ***Public Courses***

- Work with the Public Course team to promote Short Courses at the Academy.
- Work with the Public Course team to promote the Academy's Team Building sessions.

### ***Events and Gallery***

- Work with the Events and Gallery Manager to promote the hire of Academy spaces for events and exhibitions, producing marketing material for this purpose.
- Work with the Events and Gallery Manager to promote exhibitions taking place in Academy spaces, producing marketing material for this purpose.

### ***Outreach***

- Work with the Access, Participation and Outreach Committee to promote the Academy's outreach work and advertise events associated with this.

### ***Supporting Senior Management***

- Meet regularly with the Executive team to discuss issues relating to the marketing of the Academy, or relating to student numbers, courses and sales, events and gallery hire and other Academy commercial activities.
- Provide regular reports to the Executive and management teams, analysing the impact and effectiveness of the marketing strategy and campaigns.
- Provide reports to the Academy's Trustees on the Academy's marketing strategy and campaigns.
- Undertake relevant research as requested by the Executive team.

### ***Budget***

- Manage the marketing budget.

### ***Documentation***

- Ensure all marketing materials, including photographs, are up to date, available as required and filed correctly.
- Manage, and where necessary, develop and improve procedures relating to creating content for the marketing of courses, events and gallery hire, team building sessions and

other commercial activities, working with other staff members, external personnel and organisations, tutors and students as necessary.

## **PERSON SPECIFICATION**

### ***Essential Experience:***

- Experience of marketing, online advertising and SEO.
- Experience of artworking (using brand templates)
- Experience with IT systems, Google Drive, excel, word, CRM.
- Experience of managing staff and administrative systems.
- Experience of working with members of the public.
- Experience of working in an arts institution, charity, educational or similar institution.

### ***Essential Skills:***

- Confident, outgoing and approachable
- Articulate; excellent communication skills (written, verbal and numerate)
- Data analysis; ability to interpret and present findings to different audiences
- Highly organised; excellent time management
- Enthusiastic and confident; with a collaborative approach to work.
- Artworking skills (Adobe Creative Suite).
- Able to create and manage efficient systems and processes to improve the quality and efficiency of the Academy's marketing
- A problem-solver.
- Adaptable and flexible; able to respond positively to the changing demands of a dynamic organisation with a small staff body.
- A good team player; able to work supportively and responsively with members of staff, tutors and students.
- Sensitive and discreet when necessary.
- Helpful and positive in dealing with members of the public, staff and students, including having patience when dealing with enquiries and questions.
- On occasion willing to work flexible hours when needed to cover evening events at the Academy

### ***Desirable Experience:***

- Familiarity of Wordpress and Woo-commerce

### **Please Note:**

*The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post.*

*All members of staff are required to be professional, cooperative, and flexible in line with the needs of the post and the Academy. Job descriptions are reviewed regularly and at least prior to annual appraisals if applicable, to ensure they are an accurate representation of the post.*

*Our main building is fully wheelchair accessible. Our second building, however, is over multiple floors and is accessed via flights of stairs – we regret that currently there is no wheelchair access to this second building. It would be possible for a candidate to do the job without having to access our second building. If you have any questions about access please don't hesitate to contact us for more information*

**Only shortlisted candidates for will be contacted**