



<b>JOB DESCRIPTION</b>	
<b>Job Title</b>	Marketing & Communications Manager (Learning)
<b>Department</b>	Marketing & Communications team, part of Advancement division, Guildhall School of Music & Drama
<b>Grade</b>	D
<b>Location</b>	Guildhall School of Music & Drama
<b>Responsible to</b>	Head of Marketing Campaigns & Content
<b>Responsible for</b>	Marketing & Communications Coordinator (Learning)

Marketing & Communications works to increase awareness of and advocacy for the Guildhall School, resulting in wider recognition of the School's excellence in teaching, learning, research, accessibility and impact.

The team supports faculties in creating and sustaining a student application pool which meets ambitious targets in terms of quality, quantity and diversity; promotes the School's performances in order to achieve high levels of attendance by diverse and engaged audience members; promotes the School's work with under 18s and in the areas of research and enterprise; engages actively with a variety of stakeholders including media, supporters, alumni, local residents and industry leaders, as well as facilitating internal communications with students and staff.

#### **Purpose of Post**

- Develop, implement and evaluate innovative and creative marketing and PR campaigns to publicise the School's offer in under 18 and adult education - Guildhall Young Artists, Music Education Islington, National Open Youth Orchestra, Short Courses and Summer Schools
- Manage the production of relevant marketing materials and content, across print and digital channels
- Provide expertise to stakeholders within Guildhall Young Artists, Music Education Islington and National Open Youth Orchestra on promoting their offer at a regional level to teachers, parents and young people
- Provide expertise to the Innovation department on promoting Short Courses and Summer Schools to adult learners and young people, and work collaboratively with Islington Council colleagues to promote the work of Music Education Islington

## **Main Duties & Responsibilities**

1. Lead on the implementation of the School's marketing for youth and adult learning, developing and implementing creative marketing campaigns and activity to promote the School's offer for children and young people under the age of 18, and adult learners.
2. Manage the production of marketing materials and content for the School's youth and adult learning offer, working with designers, copywriters, videographers, photographers, the Marketing & Communications Coordinator (Learning) and the Head of Marketing Campaigns & Content to deliver the finished product.
3. Provide expertise to the Heads of GYA Centres and the Music Education Islington lead on promoting their offer at a local, national and international level, and agree and implement processes for working closely with staff at each centre on copywriting, content creation, targeted mailings, e-communications, social media, advertising and other recruitment-focused activity, as well as advising on the compliant capture of data and appropriate use of branding.
4. Work with the Marketing & Communications Coordinator, Website Manager and stakeholders to ensure all youth and adult learning information on the website is accurately maintained and updated.
5. Manage digital advertising campaigns for youth and adult learning alongside the Head of Marketing Campaigns & Content, work with the Social Media & Content Manager in ensuring digital content creation and social media is coordinated with that of the School's central channels and oversee content for Guildhall Young Artists centres' social channels.
6. Manage the day-to-day liaison with the School's media relations agency for youth and adult learning, advising on prioritisation of activity, approving press releases and proactively identifying opportunities for media coverage of Guildhall School's offer in this area.
7. Plan and manage the School's presence at exhibitions and other off-site opportunities relevant to the promotion of under-18 music and drama education; attend and be the lead staff member on the day for these events (in rotation with the Marketing & Communications Coordinator), supervising other staff members as required.
8. Provide marketing support and expertise for the Innovation department for Short Courses and Summer Schools, including advising on the development of new courses and the evaluation of the existing course portfolio.
9. Ensure widening participation messages are incorporated into under 18 and short course materials, and proactively identify opportunities to coordinate promotional activity where relevant.
10. Work closely with the Marketing & Communications Manager (Student Recruitment) to proactively identify opportunities to promote progression from under-18 education to Guildhall School higher education programmes.
11. Work closely with the Marketing & Communications Manager (Events) to ensure Guildhall Young Artists, Music Education Islington and National Open Youth Orchestra public performances are integrated into the School's events marketing plan effectively, and create marketing materials

for London Schools Symphony Orchestra and Norfolk County Youth Orchestra concerts when required.

12. Work closely with communications colleagues at Islington Council to collaboratively promote the offer of Music Education Islington to relevant audiences, and to develop and maintain the jointly managed brand and communications processes for the music education hub.
13. Stay abreast of changes in the music and drama education sectors and the national curriculum, and provide expertise on engaging teachers, leaders, music education hubs, and other providers in the sector.
14. Manage and develop the role of Marketing & Communications Co-ordinator (Learning), including all areas of recruitment, induction, motivation, appraisal and discipline, ensuring relevant training needs are identified and met and acting as a mentor when appropriate.

#### **Other duties**

15. To represent the department at Advancement events when required, including careers fairs, public events, receptions and performances.
16. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
17. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
18. To undertake any other duties that may reasonably be requested appropriate to the grade.



<b>PERSON SPECIFICATION</b>	
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<b>Grade &amp; Level</b>	D

Please find below the key skills, experience and core behaviours required to undertake this post.

#### **Technical Skills / Professional Qualifications / Relevant Education & Training**

##### **Essential**

- Educated to degree level or equivalent with a qualification in Marketing, PR or Communications / or an equivalent level of skills knowledge and experience
- Ability to develop, plan and implement effective marketing and PR campaigns to support youth and adult learning programmes
- A detailed understanding of the needs and expectations of parents, teachers, young people, adult learners and hobbyists interested in the performing and production arts
- A good understanding of the music and drama education sector, including the national curriculum, music education hubs, and other government initiatives
- Excellent copywriting and editing skills
- Excellent negotiation and listening skills with the ability to interpret stakeholder requirements, and to advise senior staff
- Excellent written and oral communication skills with the ability to compose high quality engaging copy and to present to a variety of stakeholders in an engaging way
- Strong IT skills and the ability to analyse data and make informed recommendations as a result
- The ability to work to tight deadlines and maintain a calm, ordered approach
- Excellent attention to detail
- Excellent team working skills

##### **Desirable**

- Knowledge of classical music, including repertoire, instruments and ensembles
- Knowledge of data protection legislation and how it applies to the capture and use of marketing data, particularly for participants under the age of 18

### **Experience Required**

#### **Essential**

- Significant experience of creating, developing and implementing innovative marketing campaigns in an education or arts environment
- Significant experience of producing high quality printed marketing material and content
- Experience of brand management/adhering to a corporate visual identity
- Experience of analysing data to inform planned activity

#### **Desirable**

- Experience of working closely with media relations agencies/staff and a good understanding of the UK arts/education media landscape

### **Other Relevant Information e.g. working hours or desirables (only if applicable)**

35 hours per week – Monday to Friday. This position will occasionally require travel to other parts of the UK, and occasional Saturday working, for which time off in lieu will be given.

### **Recruitment – Note to Applicants**

***The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.***

***Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.***

# **Summary of Terms and Conditions of Employment**

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

## **Salary**

The salary range for this job is £41,360 to £46,050 including Inner London Weighting per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

## **Contract**

This position is offered on a 1 year, fixed-term basis.

## **Hours of Work**

Normal hours of work are from 9.00am to 5.00pm being 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

## **Frequency and Method of Payment**

This is a monthly paid appointment, and salaries are credited to a Bank or Building Society Account on the 11<sup>th</sup> of each month.

## **Annual Leave**

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

## **Sickness Absence and Pay**

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

## **Pension**

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating, you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

## **Continuous Service**

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your

entitlement to certain contractual benefits, for example, annual leave, sick leave, and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

### **Probationary Period**

You will be employed initially on a six-month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

### **Notice Period**

Two months' notice in writing by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in-house programme covering more general training needs.

### **Employee Volunteering Programme**

The City Corporation, in line with its aims, to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part-time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.