



## JOB DESCRIPTION



<b>Job Title</b>	Marketing & Communications Co-ordinator
<b>Department</b>	Marketing, Communications & International – Guildhall School of Music & Drama
<b>Grade</b>	C
<b>Location</b>	Guildhall School of Music & Drama
<b>Responsible to</b>	Marketing & Communications Manager (Events) – dotted line to Deputy Director of Advancement
<b>Responsible for</b>	N/A

### Purpose of Post

To manage day-to-day internal communications activity and content, including delivery of content and training for the School's intranet, MyGuildhall, publication of the staff email newsletter, and promotion of internal initiatives; to support marketing activity across the department by managing marketing materials and distribution; to provide proactive administrative support to the Marketing, Communications & International department.

### Main Duties & Responsibilities

#### Internal communications

- To manage day-to-day content on MyGuildhall, the School's intranet, including the creation of news stories and pages; to support departments across the School in uploading content, including running training sessions, troubleshooting and co-ordinating the MyGuildhall Champions group; to work with the Digital Marketing Manager and colleagues in IT to further develop the platform
- To manage the monthly staff email newsletter, coordinating content from across the School, editing, publishing and monitoring analytics to ensure a high level of engagement
- To manage the promotion of internal-facing initiatives, encouraging staff and student engagement with key School and City of London activity; to support the Deputy Director of Advancement and Deputy Head of Marketing & Communications in drafting day-to-day internal communications
- To deputise for the department at Operations Board and other committees which require internal communication guidance and advice as required

- To act as committee secretary to Communications Working Group and Events Committee, providing papers and minutes in a timely manner, managing membership and attendance

### **Marketing support (events, student recruitment, learning)**

- To manage the external distribution of marketing materials for the Marketing Managers/Deputy Head of Marketing & Communications as required; to respond to external and internal requests for relevant marketing collateral
- To oversee marketing collateral, racks and poster sites around the School by managing a pool of student temps, ensuring marketing displays in public spaces are updated and orderly and storage is appropriately maintained, and department-owned noticeboards and poster panels are regularly updated
- To liaise with Facilities department over marketing activity at events, eg. seat-slipping and exit flyering
- To co-ordinate data entry into the Raiser's Edge database – maintaining data accuracy by updating records, responding to mailing list requests, exporting data for mailings, and adding actions to records as required
- To support the Marketing & Communications Manager (Events) on events campaign activity and season launches, including adding website listings, email marketing support and booking in promotions/reciprocals with external organisations

### **Departmental administration**

- To act as first port-of-call for external queries to the department (phone, email and post) and forward queries appropriately
- To maintain department filing systems and storage of merchandise and marketing materials, including archiving and stocktaking
- To organise departmental meetings when required, booking rooms on the School system and issuing meeting requests
- To process Marketing, Communications & International invoices in a timely manner and act as point of liaison with suppliers and City Procurement
- To assist with online research, data gathering and report writing when required
- To co-ordinate stationery orders and other office items for the department
- To provide ad-hoc assistance to the Deputy Director of Advancement

### **Other duties**

- To represent the department at Advancement events when required, including careers fairs, public events, receptions and performances.
- 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.

- 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.
- To undertake any other duties that may reasonably be requested appropriate to the grade.



## PERSON SPECIFICATION



<b>Job Title</b>	Marketing & Communications Co-ordinator
<b>Department</b>	External Relations – Guildhall School of Music & Drama
<b>Grade &amp; Level</b>	C <b>Level: 1</b>
<b>Trent Position Number</b>	{19D0161001}

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

### Technical Skills / Professional Qualifications / Relevant Education & Training and Experience Required

#### Essential

- Educated to degree level (A) (I)
- Good working knowledge of performing arts and/or higher education (A) (I)
- Good understanding of and enthusiasm for marketing and communications (A) (I)
- Ability to contribute to the development of internal communication IT channels/platforms in order to drive engagement (A) (I)
- IT proficient including Word, Excel, Powerpoint, Outlook (A) (I)
- Excellent written communication skills - with the ability to create engaging, concise and accurate copy (A) (I) (T)
- Excellent oral communication skills with the ability to provide advice and guidance to colleagues on internal communications matters.
- Ability to undertake a range of administrative support duties such as drafting correspondence, researching information, writing agendas, minutes, organising records systems, etc.
- Good understanding of the needs and expectations of students and staff in relation to communications, with the ability to prioritise content and adapt communication approach for different audiences depending on their needs (A) (I)
- Capable of handling competing deadlines and busy workload (A) (I)
- Ability to handle sensitive information with discretion (A) (I)
- Highly organised and efficient (A) (I)
- High level of customer service (A) (I)
- Strong attention to detail (A) (I)

## Experience Required

### Essential

- Good experience in a role undertaking a range of administrative and communications support requiring a good understanding of internal communications and digital platforms/systems.
- Experience of writing engaging and informative content for communications platforms (A) (I)
- Experience of using content management systems and updating websites, ideally internal and external-facing platforms (A) (I)

### Desirable

- Experience of using email marketing software (eg. DotDigital)
- Experience of invoice processing (A) (I)
- Experience of minute taking/servicing committees (A) (I)
- Experience of using a customer relationship management database eg. Raiser's Edge (A) (I)

## 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**



Job title: Marketing & Communications Co-ordinator

Department: Guildhall School of Music & Drama

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 £30,440 - £34,240 inclusive of London Weighting depending on experience. 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.

New appointees will normally be placed on the bottom of the pay scale.

### **Contract**

The job is offered on a permanent basis.

### **Hours of Work**

Normal office hours are 35 hours per week, Monday to Friday 9.30am to 5.30pm, excluding lunch breaks.

### **Frequency and Method of Payment**

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

### **Annual Leave**

There is a minimum entitlement of 24 days annual holiday, plus Bank Holidays. 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 if you have a contract of employment for more than 3 months. 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 by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides for 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**

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.