



Job Description

Job Title: Marketing & Communications Co-ordinator (Learning)

Department: Marketing, Communications & International – Guildhall School of Music & Drama

Grade: C

Location: Guildhall School of Music & Drama

Responsible to: Marketing & Communications Manager (Learning)

Responsible for: N/A

Purpose of Post

To co-ordinate day-to-day marketing activity to promote Guildhall School's courses for children and young people under the age of 18 and in adult education, including: Guildhall Young Artists (currently comprising six centres - Junior Guildhall, Centre for Young Musicians, Guildhall Young Artists King's Cross, Guildhall Young Artists Norwich, Guildhall Young Artists Taunton, Guildhall Young Artists Online); Open Programmes (a range of Short Courses and Summer Schools); Music Education Islington (the London Borough of Islington's music education hub); the London centre of the National Open Youth Orchestra; and to support the Marketing & Communications Manager (Learning) and relevant heads in delivery of campaigns.

Main Duties & Responsibilities

1. Co-ordinate the day-to-day implementation of the School's marketing for youth and adult learning, implementing marketing activity such as advertising, online listings, seeking reciprocals and other activity to promote the School's offer for children and young people under the age of 18, and adult learners.
2. Undertake research into competitor activity or relevant partners for reciprocal activity, as advised by the Marketing & Communications Manager (Learning) and relevant heads.
3. Co-ordinate day-to-day content for youth and adult learning on the School's website including the creation of news stories, application forms and pages; support staff in uploading content, advising on appropriate content and tone of voice, and proofreading copy as required.
4. Co-ordinate regular email newsletters for each area, and for the School's school and college network, coordinating content with the relevant lead, editing, publishing and

monitoring analytics to ensure a high level of engagement.

5. Attend regular meetings with the Marketing & Communications Manager (Learning) and heads to discuss, create and schedule content for centre social media channels and the School's central platforms, working with heads and the Social & Content Manager to post to channels when appropriate and manage the GYA Instagram account, creating regular, relevant and current content to align with strategic goals, including recording and editing video content. Attend performances, courses and events to capture content for digital channels.
6. Manage the storage of all photography and video assets for Guildhall Young Artists centres and Open Programmes, working with relevant teams to re-seek consent or delete images/videos when necessary and ensure that any new assets are stored securely, in compliance with data protection law and safeguarding best practice.
7. Coordinate photography shoots on behalf of the Marketing & Communications Manager (Learning) and support with filming shoots as required, ensuring marketing requirements are met and safeguarding best practice is followed at all times.
8. Monitor application numbers, reporting back to the Marketing & Communications Manager (Learning) and heads on a regular basis, and assist with the evaluation of campaign activity as required.
9. Act as first point of call for enquiries from GYA heads of centre to marketing, including receiving incoming design briefs from centres and working with the Marketing & Communications Manager (Learning) and the Designer & Brand Manager to agree requirements and timelines. Co-manage the Guildhall Young Artists inbox with the Guildhall Young Artists Administrator.
10. Support the Marketing & Communications Manager (Learning) with proofreading of marketing copy, materials and programmes, and approving locally-produced materials from centres as required, ensuring brand and style compliance.
11. Manage orders and stock of merchandise for GYA centres and Open Programmes, working with the Designer & Brand Manager to ensure a high level of quality and best value is achieved.
12. Work with the Marketing & Communications Coordinatorsto ensure racks and poster sites around the School include relevant learning marketing collateral, and input into content for plasma screens in the School's buildings when required.
13. Coordinate annual courses and events planners across Open Programmes and GYA, working with heads to ensure they are kept up-to-date and that marketing requirements for each activity have been noted.



14. Support the Marketing & Communications Manager (Learning) with Music Education Islington projects as required.
15. Attend ad-hoc communications meetings with the National Open Youth Orchestra, working closely with the Marketing & Communications Manager (Learning) to support recruitment and promotion activity for the London centre as required.
16. Circulate any relevant opportunities for participants across the School's learning offer, seeking to cross-promote and raise awareness of other centre opportunities wherever possible.

Other duties

17. To represent the department at Advancement events when required, including careers fairs, public events, receptions and performances.
18. 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.
19. 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.
20. To undertake any other duties that may reasonably be requested appropriate to the grade.

Person Specification

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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 / or an equivalent level of skills, knowledge and experience (A)
- Good working knowledge of performing arts education (A) (I)
- Good understanding of and enthusiasm for marketing and communications (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 marketing activity (I)
- Good understanding of the needs and expectations of parents, teachers, young people, adult learners and hobbyists interested in the performing arts (A) (I)
- Capable of handling competing deadlines and busy workload (A) (I)
- Highly organised and efficient (A) (I)
- High level of customer service (A) (I)
- Strong attention to detail (A) (I)

Desirable

- Knowledge of classical music, including instruments and ensembles (A) (I)
- Knowledge of GDPR and how it applies to the capture and use of marketing

data, particularly for participants under the age of 18 (A) (I)

Experience Required

Essential

- Good experience in a role undertaking marketing and/or communications activity in a performing arts or education environment (A) (I)
- Experience of writing engaging and informative content for marketing platforms (A) (I)
- Experience of using content management systems (e.g. Drupal) and email marketing software (e.g. Dotdigital) (A) (I)
- Experience of creating, scheduling and posting social media content that is engaging for young people and their parents/carers (A) (I)
- Experience of adhering to a corporate visual identity/brand (A) (I)

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/or occasional Saturday and evening working, for content creation or photography, 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) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

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.

Contract

The position is offered on a Permanent basis.

Salary

The salary range for this job is £36,900 - £40,850 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.

Pension

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the contribution bands. There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

The current employer contribution rate for the City of London is 21%.

Further details can be found on the national LGPS website and/or the City's pension website.

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.



Hours of Work

Normal hours of work are 35 hours per week (9.30am-5.30pm) with 60 mins 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 31st of each month or the preceding working day.

Annual Leave

There is an entitlement of 24 days annual holiday plus Bank Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

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 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.



City Benefits

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

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

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.