

Job Description

Job title:	Communications Assistant
Department/School:	Arts
Grade:	4
Location:	The Edge, Claverton Down, Bath

Job purpose
To support audience and user development objectives regarding University of Bath arts activities and programmes including Student Excellence in the arts, The Edge arts and creativity centre, Andrew Brownsword Gallery plus promote use of The Edge to third parties for commercial gain

Source and nature of management provided
Communications Manager

Staff management responsibility
None

Special conditions
You may be required to work some evenings and weekends in order to support the delivery of some aspects of arts programme.

Main duties and responsibilities	
1	Work with colleagues, in particular the Communications Manager, to provide support for the implementation of all arts promotions, campaigns and social media activities – as necessary to raise awareness for arts exhibitions and events
2	Maintain and communicate publicity and print, social media schedules, liaising where appropriate with colleagues ensuring deadlines are established and copy collated
3	Support in the promotion of space at The Edge and other University arts venues for third party use to deliver commercial benefit to the department, working as instructed by the Communications Manager, Head of Planning Business Development and Operations, Sales and Events Officer (The Edge)
4	Distribute promotional cross-media materials to relevant mailing lists, local area venues, campus locations
5	Ensure up to date print and digital presence across campus and campus venues including The Edge, Andrew Brownsword Gallery, Students' Union with colleagues as necessary

6	Ensure weekly news items for University of Bath homepage, internal comms newsletters, Students Union' newsletters to maintain staff awareness
7	Support creation of monthly press listings and event press releases, writing and sending out
8	Maintain and update physical and digital mailing lists to ensure the effective distribution of promotional materials, across all art-forms, including for specialist genres and events, including accurate data entry
9	Assist in the creation of social media content (Facebook, Twitter, Instagram, video clips), e-bulletins, single issue e-mailouts as necessary
10	Assist with the proof-reading of texts, including season brochures, press releases and promotional materials.
11	Contribute to the upkeep of The Edge website, including the online archive of projects and events.
12	Assist in the creation of the social media plan and co-ordinate its delivery including content creation and development of relevant networks to raise online awareness through taste-makers
13	Work with the Communications Manager to maintain press lists, compile and send listings information, follow-ups, and competitions. This will also involve tracking press coverage through cuttings, scanning articles, documenting press coverage and online tools and compiling this information into one document per month/season for presentation to colleagues
14	Contribute to the collection and analysis of statistical customer/user/engagement information, online analytics and feedback in order to inform future campaigns.
15	Assist with updating of audience feedback forms across media and presentation of results in coherent manner
16	Help maintain activity presence and visibility via posters, print and digital across the city of Bath including distribution of leaflets, flyers and print as necessary
17	Provide general administrative marketing support to the Communications Manager and colleagues as suitably required including presentation of seasonal reports and contributing to collated exhibition reports
18	Assist in the support and administration of other projects as required, ensuring the highest level of customer care at all times.
18	Support and add to the work of colleagues to share skills that contribute to successfully achieving targets. Liaise effectively with other University departments as necessary including Central Marketing.
20	Maintain good practice in line with University policies and procedures, particularly relating to Equality & Diversity, Health & Safety and environmental issues.
21	Carry out general administrative support for the Edge including taking minutes of meetings, arranging travel and accommodation as required
22	Other duties as reasonable requested

Person Specification

Criteria	Essential	Desirable
<p>Qualifications</p> <p>Degree and/or equivalent professional experience in marketing or arts administration</p>	✓	
<p>Experience/Knowledge</p> <p>Good knowledge and interest in the arts</p> <p>Previous experience of working in a marketing role</p> <p>Working knowledge of computerised box office systems</p> <p>Experience of working within an academic environment</p>	✓ ✓	✓ ✓
<p>Skills</p> <p>Excellent IT and web-based skills with high level of competence of MS Office products</p> <p>Good eye for design and attention to detail</p> <p>Ability to write creatively with excellent grammar</p> <p>Excellent interpersonal and customer service skills, both oral and written</p> <p>Strong research, writing and communication skills</p> <p>Excellent time management skills with the ability to prioritise a varied and diverse workload and to work independently and calmly under pressure</p>	✓ ✓ ✓ ✓ ✓	

Initiative and self-motivation	✓	
Attributes		
Ability to work in a team	✓	
Good motivator of colleagues	✓	
Ability to absorb and process large quantities of diverse information	✓	
Proactive and flexible working approach	✓	
Flexible towards working hours, with events at evenings and weekends	✓	