

MOUNTVIEW

Job Description

JOB TITLE:	Marketing Officer
RESPONSIBLE TO:	Head of Press and Marketing
WORKS CLOSELY WITH:	Marketing Team Development Team Box Office Team
LIAISES WITH:	Registry Team Student Services Team Short Courses Team Academic Staff Students and Student Representatives

ABOUT MOUNTVIEW

Mountview is one of the UK's leading drama schools. We offer professional vocational training at foundation, undergraduate and postgraduate level in performance and production arts, alongside evening, weekend and holiday classes for all.

We present around 28 productions across the year including classic plays, new writing and musicals, and our studios, meeting rooms, theatres and workspace are available to hire.

Mountview in Peckham is a home for everyone – vocational students, young people and life-long learners, industry professionals and visitors alike – and there has never been a more exciting time to join us.

MAIN PURPOSE OF POSITION

The Marketing Officer is a key member of Mountview's communications team. Reporting to the Head of Press and Marketing, the post holder will support the strategic and campaign needs of the Marketing Department, helping to meet audience development and financial targets, to build Mountview's brand, and to secure its local, national and international reputation as a leading provider of expert arts education.

KEY RESPONSIBILITIES

Press and Marketing Campaigns

- Work with the Head of Press and Marketing to promote the work of Mountview and its students, helping to build networks, to research new markets and opportunities, and to develop new activity in Peckham, Southwark and London-wide.
- Assist in commissioning adverts, booking advertising space and monitoring advertising campaigns.
- Produce and proofread printed and electronic marketing material, obtaining internal authorisation and ensuring approval and sign off for use of interviews and photographs from external participants.

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- Collate and distribute printed and electronic marketing material, including prospectuses, season brochures, posters and flyers, and update and refresh material around the Mountview premises.
- Collate and send Mountview's marketing mailings.
- Help ensure that all printed and electronic marketing material, stationery and signage maintain Mountview's corporate identity and comply with relevant guidelines.

CRM

- Maintain Mountview's marketing database of industry contacts (including agents, casting directors, producers, directors and artistic directors), schools, colleges, universities and individuals, researching details for new contacts as required.
- Maintain press files relating to current students, graduates and other Mountview activities.
- Build reports to track and measure all marketing activity.
- Develop mechanisms for sharing audience insights to inform strategic working.

Audience Development

Alongside the Head of Press and Marketing:

- Work on strategies and campaigns to attract key target groups in line with the business plan.
- Develop new initiatives for establishing Mountview as a flagship for the arts in Peckham.

Website, Digital and Social Media

Work with the Head of Press and Marketing and the Design and Website Manager to:

- Create social media content and develop online partnerships, helping ensure best practice among contributors.
- Identify and utilise the best platforms for hitting Mountview's target user groups.
- Liaise with teams and individuals across the organisation to identify and produce potential digital content and projects.
- Write news articles for Mountview's website.
- Create and send e-newsletters for different user groups, using audience data to inform, support and grow this arm of Mountview's work.
- Seek out digital opportunities for Mountview, keeping up to date with best practice and new technologies.
- Lead on data tracking, analytics, and the SEO of Mountview's website.

Courses and Student Recruitment

- Lead on the booking and administration of careers fairs, and assist at careers fairs, open days, audition days and other recruitment and marketing events as required.
- Lead on the planning and booking of schools workshops.
- Update course information on listings sites and with partner organisations.
- Support outreach promotion for courses.

Student Marketing

- Plan and deliver all student marketing, including graduation books, showcase and front of house materials, headshots and industry packs.

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Short Courses Marketing

Alongside the Head of Press and Marketing:

- Develop and deliver campaigns to sell Mountview's programmes for young people and adults.
- Identify creative and innovative marketing techniques to add value to this important area of Mountview's work.
- Ensure that courses are listed in relevant places.
- Identify partners for signposting young people and adults to Mountview.

Performances and Public Events

- Coordinate programmes and cast lists for Mountview productions.
- Update show information on listings sites and with partner organisations.
- Set up front of house displays for productions and liaise with external Venue Managers as required.
- Coordinate industry and VIP bookings for external Mountview productions, ensuring that seats are reserved and confirmed with the booker, and provided to the venue in a timely manner.
- Ensure that box office returns are received from external venues, recording attendance and income.
- Coordinate the booking process for Christmas Concerts and other special events.
- Lead on the planning and delivery of Mountview showcases.
- Attend productions, showcases and other public events as required.
- Contribute to constantly improving visitor experience at Mountview.

Alumni Engagement

Work with the Industry Liaison Manager and the Development Officer to:

- Research, record and report on Mountview graduate destinations, including agent signings, recent graduates' work and drama school comparison.
- Follow the career development of Mountview graduates and build strong and sustained links with alumni.
- Use alumni and alumni work as tools for selling Mountview to key stakeholders.

Other Duties

- Be the first point of contact for all Marketing enquiries, helping to maintain a positive engagement with staff and students and to ensure the smooth and efficient running of the office.
- Assist with business development research and outreach as required.
- Give guided tours of the Mountview premises as required.
- Maintain an up-to-date knowledge of arts marketing and engage in training and development as required/agreed.
- Attend staff meetings as required.
- Act as an ambassador and brand guardian for Mountview at all times.
- Any other duties as may be reasonably required.

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PERSON SPECIFICATION

Qualifications and Experience

Essential

- At least one year's experience in a similar role, preferably within a performing arts or other arts context.
- Educated to degree level or beyond, or have equivalent professional qualifications or experience.
- Experience of marketing campaign delivery.
- Experience of managing a complex and varied workload in a demanding and dynamic environment.
- Experience of using social media and other content platforms in a professional/marketing context.
- Experience of using a CRM database.

Desirable

- Experience of video content production.
- Experience of using email marketing platforms, e.g. Dotmailer.
- Experience of using Google Analytics and other tracking software.
- Experience of using Spektrix.

Skills and Abilities

- Excellent team working and interpersonal skills, with ability to build effective relationships with a wide range of people.
- Excellent time management and organisational skills, with ability to multitask, prioritise and problem-solve.
- Excellent written and verbal communication skills, including confident telephone manner, and ability to present well in person.
- Strong copywriting and proofreading skills.
High level of numeracy and IT skills, with ability to produce reports and analyse data.
- Ability to self-motivate, use own initiative and maintain attention to detail while working under pressure and meeting strict deadlines.
- Ability to organise meetings, produce agendas and take minutes quickly, efficiently and accurately.
- Ability to exercise tact and discretion in dealing with sensitive and confidential matters.

Personal Qualities and Attributes

- Proactive, positive, creative, and committed to making Mountview the best it can be.
- Interest in the arts and/or arts education.
- Willingness to adopt a flexible and adaptable approach to hours and workload.
- Understanding of the demands and challenges faced during organisational change.
- Commitment to promoting equality and diversity and ensuring access for all.
- Commitment to self-development.

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ADDITIONAL INFORMATION

The post holder must at all times carry out their responsibilities with due regard to Mountview's policy and commitment to Equal Opportunities.

The post holder must accept responsibility for ensuring that Mountview's policies and procedures relating to Health and Safety in the workplace are adhered to at all times.

The post holder must respect the confidentiality of data stored electronically and by other means in keeping with the Data Protection Act and General Data Protection Regulation (GDPR) 2018, and must abide by any related policies and procedures.

This post is based at Mountview's premises in Peckham, London SE15.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as operationally required.

TERMS AND CONDITIONS

Salary: Circa £23-24K per annum, depending on experience.

Contract: Permanent, full time.

Hours: 40 hours per week, normally 9am to 6pm Monday to Friday, with a 1 hour unpaid lunch break each day. Additional hours may be required, as agreed with the post holder and determined by the needs of the business.

Holiday: 28 days in the first year, including bank holidays, pro rata, rising with length of service thereafter.

CLOSING DATE

The closing date for completed applications is **Wednesday 30 January at 9am**.

INTERVIEWS

Interviews are expected to take place in the week commencing **Monday 4 February**.

HOW TO APPLY

Please send a **completed application form** and **your current CV** by email (preferred) to alistairowen@mountview.org.uk or by post to Alistair Owen, HR Administrator, Mountview, 120 Peckham Hill Street, London SE15 5JT.

All applications will be acknowledged. Late applications will not be considered.

Mountview is committed to diversity and is an equal opportunities employer.