

MOUNTVIEW

Job Description

JOB TITLE: Marketing and Communications Manager
(1 Year Fixed Term Contract)

RESPONSIBLE TO: Commercial Director

WORKS CLOSELY WITH: Principal & Artistic Director
Executive Director
Development Director
Director of Academic Affairs
Head of Short Courses

RESPONSIBLE FOR: Marketing Officer
Design and Website Manager

LIAISES WITH: Development, Registry, Box Office and Student Services Teams
External PR Agency (TBC)
External Web Development Agency

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

Mountview is entering a period of growth and development following its successful move to a new building in Peckham, south London. We are making a step change as a cultural, educational and public building, and the Marketing and Communications Manager is a key figure in developing a strategy and delivering the plan to match.

Reporting to the Commercial Director, the post holder will be responsible for devising and steering Mountview's marketing strategy; maintaining and developing strong press and media relations; leading marketing campaigns for Mountview's work, community engagement, international outreach and special projects; as well as assisting with other aspects of the Communication department's work, including ensuring that Mountview is an inclusive organisation.

KEY RESPONSIBILITIES

Brand

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- Maintain and develop Mountview's brand in international, national and local markets under the banners of '*Mountview, London*' and '*Mountview, Peckham*'.
- Oversee production of brochures, prospectuses, advertising, and other collateral as needed, ensuring a tone of voice which is market-appropriate and complements Mountview's brand guidelines.
- Oversee the design and proofing of all marketing materials before submission.
- Ensure that the Mountview corporate identity is maintained across all marketing materials.
- Oversee the Design and Website Manager to ensure that the Mountview website serves the organisational objectives.
- Undertake comms briefings where marketing messages are required and welcome/host guests where necessary.

Marketing and Advertising Campaigns

- Work with the Commercial Director to develop a coherent marketing strategy that promotes Mountview, its students and its core programmes and to meet revenue and application capacity targets.
- Plan and oversee the execution of bespoke marketing campaigns for short courses, outreach programmes and special projects to meet revenue and course capacity targets.
- Control the marketing budget to ensure that resources are managed as effectively as possible.
- Oversee the Marketing Officer to ensure Mountview's presence at career fairs, exhibitions and other events is in line with organisational objectives and within budget.
- Implement and monitor an effective advertising strategy for courses, productions and other activities, co-ordinating the commissioning of adverts and ensuring best value for money is secured.
- Design, implement and maintain Mountview's overall digital strategy.
- Oversee the Marketing Officer to control social media content across a range of appropriate platforms, ensure that all email communications are effective and on-brand.
- Advise, encourage and monitor Mountview's staff and students' promotional and professional use of social media for themselves and for shows.
- Stay appraised of new digital opportunities for promoting Mountview courses, shows and overall brand.
- Liaise with the Commercial Director, Box Office Manager and Head of Short Courses to set pricing strategies and promotional initiatives.
- Support the development of relationships with leading arts organisations, particularly those in South London, umbrella groups such as those representing drama school sector - Federation of Drama Schools and Alliance of Musical Theatre Conservatoires etc, and industry representatives such as SOLT, TMA, Equity etc.

Press and PR Communications

- Support the development of the PR strategy for Mountview, in conjunction with the Commercial Director, Executive and PR and Communications Working Group.
- Coordinate and lead monthly PR and Communications Working Group meetings and follow up on actions.
- Drive national press around Mountview's core mission, vocational activity, diversity objectives and new building.
- Create opportunities to profile Mountview's outreach, schools work and other activities.
- With the Executive leads, develop a public affairs strategy, identifying key influential figures, assessing how best to engage with them and promoting Mountview with key stakeholders.

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- Develop press opportunities around all aspects of Mountview's work, and work with an external PR agency where appropriate.
- Develop relationships with key journalists, TV and film organisations and other opinion-formers to ensure Mountview is considered a go-to source for stories, opinion and representation.
- Manage industry and local press relations to ensure Mountview and Mountview's offer is profiled and visible across the local community of Peckham and Southwark and across London where appropriate.
- Ensure approval for use of interviews/photos with sign off by participants.
- Organise specific press events and media attendance at key events in Mountview's calendar, with external PR agencies where appropriate.
- Work with Mountview's commercial tenants to support their press and media profile.
- Oversee the Marketing Officer to ensure that Mountview activity is included in relevant listings websites and publications.
- Ensure that press/publicity cuttings of students, graduates and other Mountview activities are archived in hard and digital form for perpetuity.

Database Management and Audience and Customer Development

- Ensure due diligence to GDPR is met across Mountview's activity.
- Oversee the Marketing Officer and Box Office team to keep the marketing database in Spektrix up-to-date.
- Liaise with the Development and Box Office teams to ensure that all relevant data is being captured and stored in Spectrix.
- Oversee collection of data on building visitors, audiences and other activity, liaising with the Box Office, Commercial, Short Courses, Development and other departments and reporting on this for stakeholders including Southwark Council, Greater London Authority and education regulators.
- Oversee the design and implementation of surveys to track and report on student, audience and course attendance data, ensuring feedback is gathered and acted upon.
- Identify key audiences for Mountview's classes, courses, shows, events and develop appropriate diverse initiatives.
- Ensure that the department remains up-to-date with best practice in audience development.

Other Duties

- Line manage the Marketing Officer and Design and Website Manager.
- Attend and manage special events such as professional showcases, degree ceremonies and graduations and other presentations.
- Any other duties as may be reasonably required.

PERSON SPECIFICATION

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent qualification and/or at least 3 years' experience in a professional environment with relevant knowledge in marketing, press and publicity.
- Experience of developing and implementing marketing and communications strategies, including online and social media campaigns.
- An appreciation for the process of creating and managing press campaigns, both digitally and in print media.

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- Knowledge and experience in IT software and packages including Word, Excel and Access.
- Knowledge and experience of using CRM software and box office packages.
- An understanding of box office reporting.
- Experience in or a strong understanding marketing for theatre, the arts or drama education.

Desirable

- Experience of working within a higher education institution.
- Experience of public relations.
- Experience of line management.
- Experience of strategic leadership of cross-departmental projects.

Skills and Abilities

- Excellent written and verbal communication skills and high level of literacy.
- Accuracy and attention to detail whilst understanding the bigger picture.
- Ability to work to and meet deadlines in a busy working environment and to prioritise workload.
- Excellent organisational skills and the ability to work to deadlines.
- Ability to work on own initiative and to present ideas in a compelling and persuasive manner.
- Ability to work as part of a team and to keep Mountview's business imperatives as the primary focus.
- Ability to communicate with a wide variety of people and to work with sensitivity and discretion when required.
- Commitment to Mountview's mission and to work in a theatre/arts and student-centered environment.

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 £36K per annum, depending on experience.

Contract: 1 year fixed term, with possibility of extension.

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.

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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 **Thursday 27 February at 9am.**

INTERVIEWS

First round interviews are likely to take place in the week commencing **Monday 2 March.**

Second round interviews are likely to take place in the week commencing **Monday 9 March.**

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 Manager, 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.