

# MOUNTVIEW

## Job Description

**JOB TITLE:** Marketing Officer

**RESPONSIBLE TO:** Marketing & Communications Manager

**WORKS CLOSELY WITH:**

Commercial Director  
Design & Website Manager  
Development Team  
Sales & Events Manager  
Box Office Team  
Industry Liaison Manager

**LIAISES WITH:**

Registry Team  
Short Courses Team  
Student Services Team  
Heads of Teaching Departments  
Students and Student Representatives

**LINE MANAGES:**

Casual marketing assistant placements

### 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 Marketing & Communications Manager, the post holder will support the strategic and campaign needs of the Marketing Department, helping to meet audience development, student recruitment, community involvement and financial targets, and build Mountview's brand and secure its local, national and international reputation as a leading provider of expert arts education and a renowned cultural hub.

### KEY RESPONSIBILITIES

#### Press and Marketing Campaigns

- Work with the Marketing & Communications Manager to promote the work of Mountview and its students, helping build networks and develop new activity in Southwark, London-wide, nationally and internationally
- Assist in developing digital and print advertising strategy, commissioning adverts, booking advertising space and monitoring advertising campaigns
- Research new markets and opportunities

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- 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
- Oversee distribution of marketing materials (including prospectuses, season brochures, posters and flyers) by Marketing work placements, Box Office team and casual staff
- Liaise with marketing representatives from Mountview's food and drink and creative arts tenants on cross-company marketing and PR campaigns

## **BRAND**

- Work with the CEO & Artistic Director and Commercial Director to ensure that all design, imagery, signage and collateral complements Mountview's brand guidelines
- Write copy for brochures, advertising, advertorial and prospectuses as needed, ensuring a market-appropriate tone of voice which complements Mountview's brand guidelines
- Ensure that Mountview's brand guidelines are met in all third party materials relating to the brand, including logos, press releases, partnership and pro bono agreements
- Ensure that Mountview is appropriately represented in photography and filming both on site and in third party venues
- Liaise with academic and other partners to ensure Mountview's collateral complies with their requirements and that they are appropriately promoting Mountview and our work

## **CRM**

- Oversee maintenance by Box Office team of Mountview's marketing database of industry contacts (including agents, casting directors, producers, directors and artistic directors), schools, colleges, universities and individuals
- Research new areas of development and supervising data collection research by Box Office and Marketing Assistants
- Lead on data collection and build marketing mailing list at public-facing events and any other opportunities to grow database
- Maintain press files relating to current students, graduates and other Mountview activities
- Build reports to track and measure all marketing activity

## **Audience Development**

Alongside the Marketing & Communications Manager:

- Work on strategies and campaigns to attract key target groups in line with the business plan
- Develop surveys, focus groups and other market research tools to inform audience insights
- Create and manage initiatives to drive local audiences and develop community engagement with Mountview and its work

## **Website, Digital and Social Media**

Work with the Marketing & Communications Manager and Design & Website Manager to:

- Ensure that all information on Mountview's website is up-to-date, accurate and easy to find, adding and overseeing the adding of new shows, classes, workshops and events to the website

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- Lead on organic social media strategy, be responsible for creating dynamic and varied content, build online relationships and help ensure best practice among contributors to the social media channels (e.g. casual staff, student digital takeovers)
- Lead on e-newsletters for different user groups, using audience data to inform, support and grow this arm of Mountview's work
- Write news articles and create original content for Mountview's website
- Oversee and lead on the marketing and online elements of Catalyst Festival, providing guidance for their social media campaigns and copywriting.
- Develop, run and optimise paid social media advertising campaigns
- Work with external companies to assist on Mountview's PPC strategy
- 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
- Seek out digital opportunities for Mountview, keeping up to date with best practice and new technologies
- Lead on data tracking and analytics for Mountview's website

## **Courses and Student Recruitment**

- Create campaigns to promote Mountview's courses and outreach work, ensuring its reputation as an inclusive organisation
- Lead on the booking and co-ordination of face to face events, attend or delegate attendance of careers fairs and open days where necessary, and other recruitment and marketing events as required
- Lead on the planning and booking of schools, college and university workshops, and carry out workshops and introductory Q&A sessions with prospective students
- Identify new face-to-face opportunities to promote priority courses
- Oversee updating of course information on listings sites and with partner organisations by Box Office

## **Student Marketing**

- Work with Design and Website Manager to deliver all student marketing e.g. graduation books, showcase and front of house materials, headshots and industry packs
- Promote Mountview's student productions and other activities, co-ordinating on-sale and new season releases with Box Office and the Website and Design Manager
- Work with Industry Liaison Manager to plan and deliver industry communications

## **Short Courses Marketing**

- Develop and deliver campaigns including social media plans, website content, print distribution and advertising strategy 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
- Oversee listing of courses by Box Office
- Identify partners for signposting young people and adults to Mountview

## **Performances and Public Events**

- Assist the wider team on the planning and delivery of Mountview showcases

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- Attend productions, showcases and other public events as required
- Contribute to constantly improving visitor experience at Mountview

## **Alumni Engagement**

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

- Oversee graduate destination reporting in formal reports, social media and alumni news.
- 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 ensure smooth and efficient running of the department
- Give guided tours of Mountview when necessary and act as an ambassador for Mountview at all times
- Any other duties as may be reasonably required

## **PERSON SPECIFICATION**

### **Qualifications and Experience**

#### ***Essential***

- At least one year's experience in a similar role, preferably within a creative arts or educational 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
- Experience of maintaining attention to detail whilst working under pressure and meeting strict deadlines
- Experience of using social media and other content platforms in a professional/marketing context, including the running of paid social media advertising campaigns
- Experience of using a CRM database
- Experience of using a Wordpress (or a similar content management system) to make basic updates to a website
- Proven track record of diplomacy and working effectively with a wide range of people

#### ***Desirable***

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

### **Skills and Abilities**

- Excellent time management and organisational skills, with ability to multitask, prioritise and problem-solve while meeting tight deadlines

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- Excellent written and verbal communication skills and ability to present well in person
- Strong copywriting and proofreading skills
- Excellent critical thinking skills – creative, confident and proactive. Ability to thrive in a demanding and fluid environment where requirements are unpredictable and dynamic
- A high level of numeracy and IT skills, with ability to produce reports and analyse data
- Ability to work as part of a team and to stay motivated and use own initiative when working alone
- Ability to organise meetings, produce agendas and take minutes
- Ability to exercise tact and discretion in dealing with sensitive and confidential matters
- IT-literate and highly proficient in using Microsoft Office, including Outlook, Word, Excel and Access

## Personal Qualities and Attributes

- Interest in the arts and/or education
- Willingness to adopt a flexible and adaptable approach to hours and workload
- A proactive self-starter with lots of ideas and enthusiasm for making Mountview the best it can be

## 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. Mountview reserves the right to require you to work at such other place of business within Greater London as the organisation may require, or work from your own home for online delivery when necessary.

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 £25K 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.

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## CLOSING DATE

The closing date for completed applications is **Monday 5 July at 9am**.

## INTERVIEWS

Interviews are expected to take place in the week commencing **Monday 12 July**.

## HOW TO APPLY

Please send a **completed application form** and **equal opportunities monitoring form** with your **current CV** to Alistair Owen, HR Manager, at [alistairowen@mountview.org.uk](mailto:alistairowen@mountview.org.uk).

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

Mountview is committed to diversity and is an equal opportunities employer. We actively encourage applicants from under-represented backgrounds and value the positive impact that difference has on our institution.