

June 2019

Thank you for your interest in the post of Marketing & Media Coordinator. Please find attached the following information:

- Job description
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV by e-mail to Katharine Osborne, Head of HR:

Email: Katharine.osborne@westdean.org.uk

Closing date for applications: The closing date is 24th June 2019 . We are looking to appoint as soon as possible therefore would urge interested applicants to apply now.

We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.



JOB DESCRIPTION

JOB TITLE	Marketing & Media Co-ordinator
DEPARTMENT/DIVISION	Marketing
LOCATION	West Dean College of Arts and Conservation
REPORTING TO	Group Head of Marketing & Commercial
MAIN PURPOSE OF JOB	As an integral part of the Marketing team you will help execute integrated marketing campaigns, provide Web and Media support and deliver essential administrative support.

GENERAL DUTIES AND RESPONSIBILITIES

1. Website copywriting and editing support in liaison with the Web Marketing Officer, to also build knowledge of SEO.
2. Raise Marketing purchase orders on MBOS and process invoices for the department weekly.
3. E-marketing from sourcing and editing content to distribution and evaluation.
4. Assist with ordering of printed materials, leaflets, flyers etc. as required.
5. Collate event content from other departments and upload supplied images to image library system.
6. To be responsible for leaflet and brochure stocks around West Dean, ensuring posters and publicity material are up to date.
7. In liaison with our freelance Media Consultant, support with media image requests as needed, primarily for Gardens and events media.
8. Update the weekly media log and the Press Board with coverage.
9. Handle online listings for courses, events and gardens to maintain an up to date profile on external sites for the College. Send details of short courses to guilds and groups and maintain the list for these.
10. Research as required to support marketing planning.
11. To produce/update occasional event and customer satisfaction surveys in Survey Monkey.

12. To support the Marketing Campaigns Manager and Group Head of Marketing & Commercial as needed.

General

To build and maintain excellent working relations both internally within West Dean, and with external partners and suppliers.

Undertake any other duties as may be reasonably requested by the Group Head of Marketing. This job description is subject to regular review in consultation with the post holder.

PERSON SPECIFICATION

Experience

Minimum of one year's experience working in a marketing. role	Essential
Experience of arts, heritage or higher education	Desirable

Education / Qualification

Degree in marketing or media and/ or CIM qualification	Essential
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Skills

Sound grasp of core marketing skills and the ability to apply these to your work	Essential
Good copywriting and editing skills with a high degree of accuracy	Essential
Numeracy and administration skills with the ability to work with precision.	Essential
Experience of working with a Web CMS	Essential
Familiar with email marketing tools such as mailchimp	Essential

Personal Characteristics

Confident communicator, with the ability to convey information clearly, and to build relationships internally and externally.	Essential
Market focus – you always hold the end goal in view	Essential
Flexible and open to change	Essential
Professional approachable manner	Essential
Ability to prioritise workload effectively and thrive under pressure	Essential
Ability to work as part of a team	Essential



GENERAL TERMS AND CONDITIONS OF EMPLOYMENT

- Contract: Permanent
- Duties : As attached job description
- Salary : £20,500 per annum. Payable monthly in arrears by BACS
- Hours: Full time
- Holidays: 33 per holiday year (1 October to 30 September) inclusive of Bank Holidays (pro rata).
- Sickness: 10 days in any consecutive twelve month period, or longer period at West Dean's discretion, after six months' continuous service.
- Benefits: contributory pension scheme, childcare vouchers, subsidised meals, free and discounted places on short courses at West Dean College.