

TRINITY COLLEGE LONDON	Job Description
JOB TITLE:	Marketing and Communications Officer
Accountable to:	Senior Marketing and Communications Manager
Staff managed:	None
PURPOSE OF THE JOB	
Plan and implement UK-wide marketing campaign plans, in accordance with the Arts Programmes Business Plan and in support of Trinity College London's wider business objectives for the UK and Ireland. Measure the effectiveness of marketing activities conducted. Support with developing new strategies and processes.	
KEY ACCOUNTABILITIES & TASKS	
<ul style="list-style-type: none"> • Assist in developing plans for targeted national marketing and communications campaigns, focused on the formal education sector (including schools and Further Education settings) and arts & cultural organisations. • Deliver the plans; liaising internally and externally and ensuring all activities are delivered on time, within budget and to the required standards. • Work collaboratively with internal colleagues and externally with the Arts Council England and delivery partners to ensure plans and activities are aligned with wider business strategies. • Negotiate, manage and deliver a schedule of advertising including ensuring training courses are listed on relevant national websites. • Plan and keep track of project expenditure to ensure it is in line with budgets and supports the corporate planning and budgeting process. • Monitor, evaluate and improve effectiveness of activities delivered to maximise benefits and cost efficiencies. • Plan and actively contribute to regular communications to delivery partners and customers via a variety of media including email, website and social media. • On an ongoing basis, maintain an overview of Arts Award's website and social media channels, including connections to the Arts Award Voice channels aimed at young people and Trinity's main channels • Undertake tasks necessary to support marketing and communications outputs including sourcing photography, stock (collateral) management and relationship management around the Arts Award Shop • Be the main point of contact for suppliers, agencies and freelancers as appropriate to the demands of the role 	

- Contribute to ensuring that Arts Award brand and house style is upheld through the variety of communications and materials produced by Arts Programmes colleagues and delivery partners
- Any other duties as specified with the Senior Marketing Manager.

JOB RELATED KNOWLEDGE, SKILLS & EXPERIENCE REQUIRED FOR THE POST

Essential:

- Appreciation of the education and arts sectors - an understanding of at least one of these.
- Sound knowledge and experience of applying a range of skills and techniques within direct marketing and communications (including digital techniques).
- Demonstrable experience of using available data to evaluate campaigns and using analysis to inform future activities.
- Experience of working with a range of stakeholders and variety of suppliers with proven experience of ensuring the best possible service.
- Excellent written and spoken communication skills including a high standard of marketing copywriting and journalistic writing skills, as well as an eye for detail and design.
- Driven and accountable self-starter, focussed on delivering a high-quality product and generating effective results. Able to plan, organise and manage own workload and projects, and to meet deadlines.

Desirable :

- Experience of working in an academically-orientated environment, gained through settings such as educational institutions, examination boards, publishing or conferences.
- Experience of the Dotmailer platform (email marketing), website CMS and social media including advertising tools
- A passionate interest in making a difference to young people through the arts, and keen to contribute to this goal as part of a lively team.
- A marketing qualification or related degree.

FINANCIAL PARAMETERS

N/A