

Job Description and Person Specification

Last updated: 19 May 2020

JOB DESCRIPTION

Post title:	Communications and Digital Marketing Co-ordinator – Jazz South		
Academic Unit/Service:	Communications and Marketing, Professional Services		
Faculty:			
Career Pathway:	Management, Specialist and Administrative (MSA)	Level:	3
*ERE category:	n/a		
Posts responsible to:	Jazz South Manager with dotted line to Head of Turner Sims		
Posts responsible for:			
Post base:	Non Office-based (see job hazard analysis)		

Job purpose
To assist in the development and implementation of a Communications and Digital Marketing plan in line with Jazz South's strategic plan.

Key accountabilities/primary responsibilities	% Time
1. Assist in the development and implementation of an integrated Communications and Digital Marketing plan in line with Jazz South's strategic plan. Keep the Jazz South Manager informed of all communications and marketing activity via relevant communication channels.	40 %
2. Undertake analysis of analytics and market data to better inform the Communications and Digital Marketing plan as well as highlight issues for further investigation	10 %
3. Provide communications and marketing support to Jazz South and develop effective working relationships with the Marketing Team at Turner Sims. Share best practice across Communications and Marketing to maximise marketing effectiveness and establish credibility as a marketing expert	10 %
4. Liaise with and advise as necessary artists, agents, promoters, educators, media and others over marketing requirements.	10 %
5. Support live or virtual event management as and when required by Jazz South	10 %

Key accountabilities/primary responsibilities		% Time
6.	Offer advice to Jazz South on the application of their brand across all media, print, digital, and otherwise, encouraging creative solutions which both cater for diverse markets and niche requirements.	10 %
7.	Represent the interests of Jazz South at meetings with organisations relevant to the areas of operation.	5%
8.	Provide input into the use of the marketing budget to ensure finances are appropriately and efficiently used. Ensure that the procurement of marketing goods and services meets University regulations.	2 %
9.	Attend meetings with colleagues from Jazz South and as appropriate with Turner Sims the concert hall and Communications and Marketing to review progress on current initiatives, discuss problems arising and identify new challenges.	1 %
10.	Stay up-to-date with the latest marketing developments including the use of new technology.	1%
11.	Undertake any other appropriate duties as directed by the Jazz South Manager and/or Head of Turner Sims.	1%

Internal and external relationships
<p>Internal & External Relationships: (nature & purpose of relationships)</p> <ul style="list-style-type: none"> • Work with Jazz South Manager, Turner Sims Marketing Team and Jazz South interns (during term-time) to maximise use of databases of existing and potential audiences • Link with digital marketing platforms and social media tools to enable that audience engagement data information can be gathered and used to its fullest potential • Organise distribution of digital/print material where relevant with external partners and distribution companies • Liaise with media and press both nationally and locally • External suppliers such as design agencies and printers • Staff across all areas of the University • Link with external website host for support and maintenance • Engage with audiences through social media and online platforms

Special Requirements
<p>Special Requirements:</p> <p>Occasional flexibility to work unusual hours and to travel</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	<p>Skill level equivalent to achievement of HNC, A Level, NVQ</p> <p>Experience of implementing communication and marketing plans utilising the full communications mix including creating written and visual content for writing press releases, dealing with media, social media, digital platforms, new media, print and design and events</p> <p>Experience of working with brand guidelines</p>	<p>Chartered Institute of Marketing qualification or equivalent</p> <p>Experience of working in an arts organisation</p> <p>Familiarity with the Higher Education sector</p> <p>Experience and understanding of student marketing</p> <p>Experience of working with the jazz, wider music and cultural sector</p>	<p>CV</p> <p>CV/Interview</p> <p>CV/Interview</p> <p>CV/Interview</p>
Planning and organising	<p>Able to plan and prioritise work activities and work to deadlines</p> <p>Organise internal and external activities/events as requested.</p>		<p>CV/Interview</p> <p>CV/Interview</p>
Problem solving and initiative	<p>Able to use own initiative</p> <p>Able to analyse and resolve problems</p> <p>Able to research and organise material and information and highlight and prioritise any issues for further investigation and preparing reports to support decision making</p>		<p>CV/Interview</p> <p>CV/Interview</p> <p>CV/Interview</p>
Management and teamwork	<p>Must be self-sufficient, capable of organising and planning own work activities</p> <p>Must be a team player able to work collaboratively with others to disseminate and share knowledge and information</p>		<p>CV/Interview</p> <p>CV/Interview</p>
Communicating and influencing	<p>Excellent presentation and interpersonal skills</p>		<p>Interview</p>

	Excellent writing skills with ability to present complex issues in a focused, succinct, professional and persuasive manner		CV/Interview
Other skills and behaviours	<p>Computer literate</p> <p>Broad working knowledge of social media and online platforms to create written and visual content</p> <p>Knowledge and interest in a broad range of music</p> <p>Excellent attention to detail</p> <p>Self-motivated</p> <p>Creative and enthusiastic individual</p>		<p>CV</p> <p>CV/Interview</p> <p>CV/Interview</p> <p>CV</p> <p>CV/Interview</p> <p>Interview</p>
Special requirements	<p>Flexibility to work unusual hours and to travel</p> <p>Must have access to transport</p>		<p>Interview</p> <p>Interview</p>

JOB HAZARD ANALYSIS

Is this an office-based post?

<input type="checkbox"/> Yes	If this post is an office-based job with routine office hazards (e.g.: use of VDU), no further information needs to be supplied. Do not complete the section below.
<input checked="" type="checkbox"/> No	If this post is not office-based or has some hazards other than routine office (e.g.: more than use of VDU) please complete the analysis below. Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (e.g.: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public		x	
Lone working			x
## Shift work/night work/on call duties			