

<b>Post Details</b>	<b>Last Updated: 31/05/22</b>		
<b>Faculty/Administrative/Service Department</b>	FASS   Guildford School of Acting		
<b>Job Title</b>	GSA Marketing Officer		
<b>Job Family</b>	Professional Services	Level	4
<b>Responsible to</b>	FASS Marketing Manager but taking day-to-day direction from the GSA Operations & Engagement Manager		
<b>Responsible for (Staff)</b>	n/a		
<b><u>Job Purpose Statement</u></b>			
<p>The post holder will be responsible for developing and implementing marketing and communications plans across all aspects of the Guildford School of Acting, including the recruitment of applicants to the programme portfolio, a wide range of third stream activities, a public production and events programme, industry and public engagement and alumni relations. Working with the GSA management team and University Marketing teams, the post holder will take responsibility for identifying target markets across all areas utilising data and analytics to inform planning, set KPIs, schedule campaigns and utilise all appropriate channels with a focus on digital to ensure the School's recruitment, reputation and income generation objectives are effectively met, planned and executed. The post holder will be responsible for the day to day implementation including maintaining the website, social media channels, content creation, gathering imagery, scheduling photography and filming as required and maintaining an asset bank of marketing resources. The post holder will be required to provide reports to the Senior Leadership Team for GSA, and will work as a member of the GSA Operations &amp; Events department.</p>			
<b><u>Key Responsibilities This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum)</u></b>			
<ol style="list-style-type: none"> <li>1. Schedule and implement a marketing and communications plan for GSA across all aspects of the School including student recruitment, public events and productions, all third stream activity, alumni relations, industry engagement, outreach projects, internal and external comms, website maintenance, social media channels, and other activity as required. Ensure that actions follow the agreed plan and timeline.</li> <li>2. Develop the marketing and communications plan within overall agreed budgets, manage any expenditure to ensure that activities are measured, reported and deliver ROI against objectives.</li> <li>3. With support from the FASS Marketing Manager, provide relevant and actionable management information across all areas on key audiences, target market groups, competitor products/ offering, pricing, scholarships, marketing and recruitment KPI's. This includes working with the GSA Senior Leadership Team, UK and International Student Recruitment and Portfolio team.</li> <li>4. Liaise with students and colleagues across GSA to create content for use across multiple channels and to help to develop a clear narrative.</li> <li>5. In consultation with the GSA Manager and academic colleagues, schedule and implement the promotion of all School events including 40 public productions on campus, in Guildford and in central London, visiting artists and speakers, networking events, conferences, research and school events.</li> <li>6. Work with the GSA Enterprises Manager and the GSA Manager to deliver marketing plans and content across multiple channels to promote third stream activities including the GSA Foundation programmes, Saturday School, Junior Conservatoire, Summer Conservatoire, a number of short courses and external hire of GSA spaces for conferences, events and summer schools.</li> <li>7. Build and manage working relationships with key academics and stakeholders for mutual success.</li> </ol>			
<b>N.B. The above list is not exhaustive.</b>			

**All staff are expected to:**

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

**Help maintain a safe working environment by:**

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

**Elements of the Role**

**This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role.**

**Planning and Organising**

- Working with the GSA management, Faculty and central marketing colleagues, the post holder will be responsible for development, schedule and delivery of a marketing plan for all relevant audiences across all areas of the School
- The post holder will liaise closely with students and colleagues across GSA as required and be an active member of the GSA Operations and Events team
- The post holder will be required to present regular updates to the GSA leadership team
- The post holder will work in liaison with the central teams, highlighting potential areas of focus for communications activities.

**Problem Solving and Decision Making**

- The Marketing Officer will make key recommendations to senior colleagues drawing on their own experience and skill set, referring to the Head of GSA and GSA Manager on the marketing strategy. At points of complexity expected to use their initiative and judgement and they will be supported by the School's leadership team to identify key priorities.
- The post holder will be expected to work closely with the Interim Head of Marketing to ensure the Guildford School of Acting offering is represented effectively within key University marketing campaigns as well as feeding in to the School's portfolio management, matrix of offering and positioning.
- In collaboration with both UK and International Student Marketing and Portfolio teams, the Post holder will support various new initiatives by analysing the performance of the current products and services - further enhancing the portfolio with continuous reviews of the market place and competitor offerings. The success or failure of this work will have a very significant impact on the future success and financial viability of new initiatives and the overall financial health of the School and the Faculty.

**Continuous Improvement**

- In collaboration with the Interim Head of Marketing and the GSA Manager, the Post holder will support the development of various new initiatives by analysing the performance of the current products and services - further enhancing the portfolio with continuous reviews of the market place and competitor offerings. The success or failure of this work will have a very significant impact on the future success and financial viability of new initiatives and the overall financial health of the School and the Faculty.

**Accountability**

- The post holder will have autonomy to develop marketing plans with the support and management from the GSA Manager and Interim Head of Marketing. These plans will be integral to the delivery of key projects and achievement of financial targets. Much of this activity will impact directly on the successful delivery of the School strategy and development of the School's excellent reputation.

**Dimensions of the role**

- The post holder will be an active member of GSA Operations and events team and an ambassador for GSA within the University marketing teams, ensuring that all activity is effectively planned and executed whilst driving growth for the University. As such the post holder will have outstanding customer relationship building and interpersonal skills.

<ul style="list-style-type: none"> <li>• With support from the Interim Head of Marketing, the post holder will be the key interface between the FASS Marketing team, Student Marketing, Recruitment and Admissions (SMRA) and GSA and will be adept at managing situations where there might be conflicting priorities between the University and the School.</li> <li>• The post will provide a critical marketing presence for the School and will work closely with the rest of the FASS Marketing team, central University Marketing and Communications and Advancement and Partnership functions to deliver the mix of services that will be required to realise the school's vision. The success of the role depends upon the ability of the post holder to build and maintain close working relationships with academic and administrative staff across the Faculty and indeed the institution.</li> <li>• The post holder also has joint budgetary responsibility for the GSA marketing budget with the GSA Operations and Engagement Manager.</li> </ul>		
<b>Supplementary Information</b>		
<b>Person Specification</b>		
<b>Qualifications and Professional Memberships</b>	<b>Essential/ Desirable</b>	
Degree, HND, NVQ 4 qualified or equivalent in relevant subject/relevant formal training, plus a number of years' experience in similar or related roles. OR Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge.	E	
Membership of an appropriate professional body	E	
<b>Technical Competencies (Experience and Knowledge)</b> This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).	<b>Essential/ Desirable</b>	<b>Level 1-3</b>
Exceptional skills and knowledge of the digital environment and how best to use this channel for effective marketing	E	2
A proven track record in supporting the development of strategic marketing planning in a complex organisation and the ability to translate into specific focused action plans	E	2
Experience of undertaking market research and preparing briefs for others to gain market insight	E	2
A passion for theatre and the arts and an understanding of the relevant landscape	E	3
Experience of working with marketing and communications related agencies, e.g. advertising, design and PR	E	2
Experience of the Higher Education (ideally within a University or Conservatoire) or Public Sector	E	2
Experience/interest in the subject areas of the Faculty	D	n/a
<b>Core Competencies</b> This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.	<b>Level 1-3</b>	
Communication	3	
Adaptability / Flexibility	3	
Customer/Client service and support	3	
Planning and Organising	2	
Continuous Improvement	2	
Problem Solving and Decision Making Skills	2	
Managing and Developing Performance	n/a	
Creative and Analytical Thinking	3	
Influencing, Persuasion and Negotiation Skills	2	
Strategic Thinking	2	
<b>Organisational/Departmental Information &amp; Key Relationships</b>		

**Background Information**

Guildford School of Acting (GSA) is situated within the Faculty of Arts and Social Sciences and is one of the UK's leading conservatoires for specialised and intensive vocational training and innovative performance research. Established in 1935, GSA enjoys national and international renown as a leading conservatoire for performer training. We are arguably the world's leading centre of excellence for musical theatre training. The School has a diverse and vibrant community of performers, performance makers, creative practitioners and technicians graduating from its vocational training and research-led programmes each year.

The GSA Marketing Officer will help to shape the marketing strategy for GSA working closely with a range of colleagues across the Faculty and the School. The balance of priorities in the role will be flexible to allow for changing priorities that reflect the dynamic nature of the sector, and the School's position within UK Higher Education.

The success of the role depends upon the ability of the post holder to build and maintain close working relationships across the University, the Faculty and the School as well as with external partners and relevant contacts.

## Department Structure Chart



## Relationships

### Internal

- GSA Operations & Engagement Manager
- Head of GSA
- GSA Enterprises Manager
- GSA Operations & Events Team
- GSA Senior Leadership Team
- Academic Colleagues across GSA (in particular Department Heads and Programme Leaders)
- FASS Marketing Manager
- FASS Marketing Team
- Marketing and Comms teams
- Advancement and Partnership
- Student Recruitment and Admissions
- Conference Office
- Employability and Careers
- Widening Participation
- Surrey Sports Park
- Estates and Facilities

### External

- Chambers of Commerce
- Federation of Drama Schools, CDMT & other membership organisations
- Spotlight
- National and Local media providers including The Stage, BBC Surrey/Sussex, Eagle Radio, Surrey Advertiser etc.
- External Design Agencies
- Photographers and Film makers
- Schools, colleges and other potential target markets for specific products
- Arts organisations eg Guildford Arts
- Industry contacts