



Role Title

Marketing and Communications Officer - Open College of the Arts

Full time (1.0 FTE)

Role Description

The Open College of the Arts (OCA) strategic vision is “to be at the forefront of student-led creative arts education through open, enhanced, & supported distance learning, for an evolving society”. OCA is a non-profit educational charity, whose purpose is to widen participation in arts education through open and flexible distance learning. We are looking for a Marketing and Communications Officer who can help us talk about what OCA offers and its values to a wider audience.

The role is responsible for the effective management of OCA marketing activity against the marketing brief, by liaising with colleagues at OCA and the University for the Creative Arts (our University Partner which awards our degrees). The role also requires proactive investigation, analysis of market research, and the ability to quickly take advantage of marketing opportunities, in particular the part-time, distance learning approach and open access values at OCA.

You will contribute to developing and implementing OCA’s marketing strategy by working with colleagues at OCA involved in Information Advice and Guidance (IAG), OCA Communications committee, marketing agencies and your allocated marketing contact in the University for the Creative Arts (UCA) to achieve specific marketing objectives in line with OCA’s Annual Corporate Plan and Key Performance Indicators.

Reports to: Head of Quality and Academic Support, Open College of the Arts

The post holder will:

- Work with OCA colleagues and marketing team members to optimise positive news coverage in targeted media, championing OCA’s key messages and ensuring the quality of coverage.
- Pro-actively seek opportunities to achieve coverage for the work of OCA, and provide timely responses to reactive media enquiries.

- Contribute to the collation and distribution of media coverage on a daily basis and liaise with colleagues to highlight significant media coverage achievements.
- Manage marketing campaigns, employing third party providers to manage social engagement, SEO, and online presence.

Applicants should have experience of marketing and media relations, ideally in a public sector and/or education context.

Excellent communications skills are important, as is the ability to think strategically, manage workloads, work collegiately, accurately and within the expectations of marketing and other deadlines.

Task	Brief Description
Strategy and Planning	<ul style="list-style-type: none"> • Work with OCA senior staff to determine and define appropriate marketing targets in line with OCAs Marketing Strategy; • Develop and implement publicity plans for selected OCA programmes and launches, such as launch of new courses; • Establish a ‘partnership pack’ and approach to provide increased opportunity for business partnership;
Marketing	<ul style="list-style-type: none"> • Develop appropriate marketing content, in consultation with OCA staff, students, and potential target audiences, for a range of creative arts courses; • Maintain OCA social media channels in accordance to the OCA Social Media Strategy in liaison with OCA staff and students; • Work with OCA staff and students to co-create, co-develop, and disseminate appropriate media content, press releases, marketing research, and media for various platforms and media channels; • Ensure all materials are checked and cleared for media deadlines and CMA compliance; • Proactively source media opportunities for OCA, and share these with appropriate OCA staff; • Play a part in producing the weekly roundup of activities in the news and the media coverage reporting these regularly back to OCA to track progress against brief; • Help maintain the online news section of the website; • Maintain a shared database of press contacts with details of enquiries, actions promised and actions completed; • Play a role in media training of OCA staff; • Coordinate briefings, launches, photo-shoots and other press-related events as required; • Contribute to the enhancement of OCA reputation by raising awareness of college activity;

- Contribute and develop creative ideas for traditional and new (social) media. Work with third party agencies to manage campaigns;
- Manage the brand awareness campaign across both OCA and UCA where appropriate to ensure that OCA has greater public visibility.
- To liaise with OCA staff to ensure OCA website, UCAS, or other online marketing content is accurate;
- Manage creative media outreach campaigns to ensure they run smoothly by sharing work effectively across the marketing team;
- Maintain contact with an agreed range of clients across UCA, including national and international marketing teams;
- Attend UCAS events (Manchester and London) and represent the OCA

Communications	<ul style="list-style-type: none"> Contribute to OCA's communication strategy through participation in OCA communications committee; Implement OCA's communication strategy by developing appropriate communications. Design effective communications strategies to accompany project campaigns, liaising with OCA and UCA colleagues to create manageable and relevant outcomes; Regularly monitoring news output- both generalist and specialist – to maintain currency of the prevailing news agenda, keeping colleagues informed and paying particular attention to issues which may impact on the University/sector or provide opportunities for proactive work;
Project management	<ul style="list-style-type: none"> To work with partner organisations or potential partner organisations on mutually beneficial campaigns (e.g. Unison, Royal Horticultural Society, Royal Photographic Society etc.);
Dissemination	<ul style="list-style-type: none"> Identify and disseminate best marketing and communications practice across appropriate platforms and contexts.
Personal Development	<ul style="list-style-type: none"> Maintain knowledge of the creative arts education sector and other marketing and communication related research or developments.
Supporting OCA	<ul style="list-style-type: none"> Other duties as required

Conditions of Service

Job Title:	Marketing and Communications Officer
Salary Grade:	Grade 3 £22,789.35 - £28,863.35, pro rata for part time staff.
Probationary period:	6 months
Duration of Contract:	Permanent.
Location:	The role is primarily based at OCA's head office, in Barnsley, and will require regular trips to University for the Creative Arts (Farnham) and other locations as appropriate.
Leave:	25 days, plus Xmas bonus days, plus statutory bank holidays, pro rata part time hours.
Pension:	Contributory pension scheme
Staff Handbook:	All team members are required to agree to the terms and conditions, as set out in detail in the Staff Handbook

Application

To apply please send a current CV and covering letter explaining how you meet the Person Specification and what personal qualities you could bring to the role to Will Woods, Principal.
willwoods@oca.ac.uk

The deadline for applications is by midnight on 31 March 2020

For an informal discussion about the position prior to application please contact Will Woods.

Interviews will take place in early April 2020.

Interview panel will be: Steph Gillott, Head of Quality and Academic Support (OCA), Craig Dewis, Head of Student Support (OCA) and James Wakefield, Marketing and Campaigns Manager, (UCA).

Marketing and Communications Office Specification

Candidate:

Criteria	E = Exceeds, M = Met, PM = Partially Met, NM = Not Met				
Specific Knowledge	Weighting	E	M	PM	NM
Proven experience in a press office or journalistic environment and of being an organisation's spokesperson.	Essential				
Experience of briefing senior managers, organisation leaders and spokespeople ahead of media interviews.	Essential				
Experience of ownership of tasks on a range of projects ensuring they are completed to schedule and agreed standards.	Essential				
Knowledge of Open Access Distance Learning.	Desirable				
Knowledge of the UK Higher Education and creative industries environment and current issues therein.	Desirable				
Experience of managing co-development and co-construction of material which draws on institutional and student knowledge and experience.	Desirable				
Skills & Abilities	Weighting	E	M	PM	NM
A high level of both spoken and written interpersonal and communications skills.	Essential				
Able to work quickly and accurately to tight deadlines and producing written material which requires minimal input from senior colleagues.	Essential				
Able to plan, organise and prioritise workloads to ensure that Marketing deadlines are met within resource constraints.	Essential				
Able to develop and maintain good working relationships with colleagues across the organisation, along with Able to foster and develop collaborative links with external stakeholders.	Essential				
An understanding of diversity and how this may affect the work of the post holder or their contacts. Recognising diversity as a strength which increases effectiveness of staff, student and external engagement.	Essential				
Able to take a full brief, agree to and ensure its fulfilment.	Essential				
Able to work as part of a team towards a common goal.	Essential				
Able to actively promote and communicate the organisation vision and values.	Essential				
Able to work proactively and creatively to develop innovative and workable solutions to generating media publicity.	Essential				

Shows a commitment to own development. Able to seek, accept and act upon feedback and learn from the process.	Essential				
Able to generate creative approaches to reach journalists via social media.	Essential				
Experience	Weighting	E	M	PM	NM
Experience of briefing senior managers, organisation leaders and spokespeople ahead of media interviews.	Essential				
Knowledge of media database systems, in particular Newsflash, Foresight and Gorkana.	Desirable				
Experience of working as a member of a team in a large and complex organisation.	Desirable				
Demonstrable success in building close relationships and partnerships with key internal and external parties.	Desirable				
Education & training	Weighting	E	M	PM	NM
Experience in media training and corporate PR would be an advantage.	Desirable				
Chartered Institute of Marketing (CIM) qualification (Level 4-6) or equivalent professional development.	Desirable				

Person specification

Knowledge, work and other relevant experience

Essential:

Proven experience in a press office or journalistic environment and of being an organisation's spokesperson.

Experience of briefing senior managers, organisation leaders and spokespeople ahead of media interviews.

Experience of ownership of tasks on a range of projects ensuring they are completed to schedule and agreed standards.

Desirable:

Knowledge of media database systems, in particular Newsflash, Foresight and Gorkana.

Experience in media training and corporate PR would be an advantage.

Knowledge of Open Access Distance Learning or UK Higher Education and creative industries environment and current issues therein.

Experience of working as a member of a team in a large and complex organisation.

Demonstrable success in building close relationships and partnerships with key internal and external parties.

Chartered Institute of Marketing (CIM) qualification (Level 4-6) or equivalent professional development.

Experience in media training and corporate PR would be an advantage.

Personal abilities and qualities

Essential:

- A high level of both spoken and written interpersonal and communications skills.
- Able to work quickly and accurately to tight deadlines and producing written material which requires minimal input from senior colleagues.
- Able to plan, organise and prioritise workloads to ensure that Marketing deadlines are met within resource constraints.
- Able to develop and maintain good working relationships with colleagues across the organisation, along with Able to foster and develop collaborative links with external stakeholders.
- Have an understanding of diversity and how this may affect the work of the post holder or their contacts. Recognising diversity as a strength which increases effectiveness of staff, student and external engagement.
- Able to take a full brief, agree to and ensure its fulfilment.
- Able to work as part of a team towards a common goal.
- Able to actively promote and communicate the organisation vision and values.
- Able to work proactively and creatively to develop innovative and workable solutions to generating media publicity.
- Shows a commitment to own development. Able to seek, accept and act upon feedback and learn from the process.
- Able to generate creative approaches to reach journalists via social media.

Desirable

- Experience of managing co-development and co-construction of material which draws on institutional and student knowledge and experience.