

Job description:

Spirit Studios is an independent Higher Education provider specialising in Music Production. Established in 1980, our rich history is intertwined with the music industry. Artists such as The Smiths, The Stone Roses, The Happy Mondays, Courteeners and Tito Jackson have used our studios whilst our tutors have worked with Groove Armada, Orbital, Elbow and the Prodigy to name but a few. Our facilities comprise state of the art recording studios, edit suites, computer suites and a live venue. We have produced graduates that have worked and continue to work with the cream of the music industry across the globe.

Title of the Post:	Marketing & Communications Officer
Location:	65-69 Downing Street, Manchester, M1 7JE
Pay Scale:	£21,000 - £24,000
Hours of work:	35 hours per week. 7 hours per day between 8:30am – 6:00pm Office based

Responsible for:

We are looking for an enthusiastic and proactive marketing and communications professional to join our team in developing and implementing highly effective marketing campaigns and activities.

With knowledge of current marketing channels, trends, tracking and analytics you will support a unique and highly respected student journey from awareness through to enquiry, application, enrolment and beyond.

The primary focus of the role is to carry out activities in support of our marketing and communications objectives efficiently and effectively. Duties will include gathering and creating content, copywriting, managing social media channels, managing email campaigns, updating content management systems, supporting student events, and administrative tasks.

Key Tasks and Responsibilities:

- Be responsible for the gathering and production of content to be used across all marketing channels, including contributing ideas, writing and editing, proofreading and liaising with contributors and designers.
- Assist with the production and distribution of printed publications and marketing materials for events and activities.

- Contribute to the production, distribution and evaluation of emails and e-newsletter for student audiences. This will include writing and editing copy in line with brand and editorial guidelines.
- Be responsible for ensuring online channels (including social media) deliver timely and relevant news and information by proactively gathering, creating and publishing content.
- Be responsible for gathering content for and updating the website, making sure it is up-to-date and accurate.
- Be responsible for the design and production of marketing materials such as posters, social media adverts, using brand guidelines and toolkit.
- Support the development and implementation of annual marketing campaigns and activities across various channels.
- Support the organisation of and play an active role in events, including Open Days and Outreach activities.
- Provide administrative and organisational support to the marketing team, dealing effectively with a variety of requests and queries.

Minimum Essential Requirements

- Educated to a degree level in an appropriate discipline, or significant experience of running marketing campaigns using a variety of media and channels.
- A strong interest in marketing and content creation for a student or youth-orientated audience.
- Excellent written communication skills, including copywriting and proofreading experience.
- Knowledge and understanding of all social media channels, including analytics.
- Good organisational skills with excellent attention to detail and experience of working successfully to deadlines.
- Experience using design software such as Adobe Creative Cloud or Canva
- An ability to work on own initiative, prioritise a varied workload and think creatively.
- Good level of IT skills, with experience of computer applications including word processing.
- Ability to work proactively, flexibly and as part of a busy team.
- A commitment to enhancing the experience of those applying to higher education providers.

Desirable Abilities

- A knowledge of and passion for the music industry
- Knowledge and understanding of the HE sector

- Experience in digital marketing and good technical awareness e.g basic HTML
- Experience of monitoring and evaluating projects
- Experience/or keen interest in graphic design or photography

Benefits

Generous annual leave entitlement

Educational discounts on music production hardware and software

Cycle to work scheme

How to apply

Apply by email with a CV and covering letter as attachments to the Marketing Manager, sophie.wing@spiritstudios.ac.uk by **Tuesday 2nd May 2023**.