

ART ACADEMY LONDON

JOB TITLE:	Communications Assistant
REPORTING TO:	Marketing and Communications Manager
JOB TYPE:	Permanent, Full Time, 37.5 hours per week (Mon-Fri 9-5pm with 30 min break)
LOCATION:	Art Academy London, SE1 1HR
SALARY:	£22,000 per annum
HOLIDAY:	20 days a year, plus bank holidays
CLOSING DATE:	Tuesday 7 June 2022, midnight

ABOUT ART ACADEMY LONDON

Art Academy London (AAL) is an innovative art school and charity in central London, founded by artists, in 2000. We believe everyone should have access to high-quality art education, with no financial, physical, or practical barriers. AAL is an equal opportunities employer and recognises that a diverse workforce can enhance creativity and innovation in the workplace. As such, we welcome applications from a diverse range of backgrounds.

PURPOSE OF THE POSITION:

This is a cross-departmental administrative role that supports teams in executing and monitoring a variety of communications strategies, internally and externally. This person will work as part of a busy Marketing and Communications team and with the Development team to provide information to new and prospective students, drive audience engagement, sell course places and engage potential patrons, donors and funders with AAL. Reporting to and working closely with the Marketing and Communications Manager, as well as with the Director of Development on specific aspects of the role.

This role requires a level of interaction with staff, students, tutors, department leads, visiting lecturers and potential patrons.

PRINCIPAL FUNCTIONS AND RESPONSIBILITIES:

Marketing and Communications

- Assist with the production of content using digital tools for a variety of AAL owned channels including the website, editorial and news content, social content, online learning portal, and more.
- Engage regularly with audiences on AAL's social media channels and via email communications. Drafting and scheduling content as well as assisting the marketing team with setting up, tracking and reporting on all owned channel campaigns.
- Assistant in the delivery of AAL events and outreach programmes and their promotion to our audiences, including research and event planning.

- Assist in the creation of print marketing materials, including prospectuses, posters, leaflets ensuring their creation within brand guidelines.
- Ensure that the Academy's CRM database is kept up to date with accurate and clean data. As well as assist in the maintenance and development of our CRM.
- Assist in overseeing the daily function and maintenance of the website - working with the Marketing and Communications Coordinator to ensure content is consistent across the platform.
- Responsible for ensuring all marketing and communications assets, including photography, are maintained, organised and up to date.
- Undertake research to inform content planning, marketing strategies and creative brief development.
- Contribute to and create reports on the performance of marketing campaigns utilising analytics tools to identify trending and emerging content and sales opportunities.

Fundraising

- Work closely with the Director of Development, assist in managing, maintaining and delivering a programme of fundraising activities, initiatives and events. To include event delivery, guest list management and diary coordination.
- Help maintain and update donor and patron information via our CMS and other systems.
- Support the ongoing delivery of our patron scheme and its advancement, including assisting in all patron communications.
- Support and deliver research surrounding potential funders, patrons and partner organisations for AAL.
- Assist in adapting and developing all fundraising materials dependent on the desired audience.

General

- Undertake training and/or CPD as required by AAL.
- Work cooperatively at all times with other AAL staff members, including providing expertise and support where necessary.

PERSON SPECIFICATION

Essential experience, skills and interests

- Enthusiasm and a readiness to learn new skills and technologies.
- Interest in the art world and arts education.

- Strong communication skills - both written and verbal.
- Experience using a CRM/administrative system and Google Drive.
- English, Maths & IT GCSE at grade C/5 or above.
- Excellent writing, proofing and copy-writing skills with the ability to simplify messaging and tell an engaging story.
- Strong organisational skills and the ability to manage multiple project at once in a fast-paced working environment.
- Detail orientated with excellent attention to detail.
- Good understanding and awareness of digital platforms and tools.

Desirable experience, skills and interests

- Experience in a similar role within the arts/education.
- Knowledge of analytical tools such as Google Analytics.
- Experience in Wordpress and WooCommerce.
- Experience in content creation for digital campaigns.
- Educated to degree level, preferably in arts, marketing, english or humanities subject
- Experience using visual media, such as graphics, posters, digital screens, or photography, to communicate, and experience in the Adobe suite, such as InDesign, Illustrator and Photoshop, would be desirable.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post. All members of staff are required to be professional, cooperative, and flexible in line with the needs of the post, Department, and AAL.

Job descriptions are reviewed regularly and at least prior to the annual appraisal, if applicable to ensure they are an accurate representation of the post.

To apply please send a cover letter and CV FAO Emma Collins to jobs@artacademy.org.uk. Applications without a cover letter will not be considered.

The deadline for applications is midnight, Friday 15 July 2022.