

THE UNIVERSITY OF MANCHESTER**PARTICULARS OF APPOINTMENT****FACULTY OF CULTURAL INSTITUTIONS****JODRELL BANK VISITOR CENTRE****JODRELL BANK DISCOVERY CENTRE****DIVISION OF JODRELL BANK DISCOVERY CENTRE-OPERATIONS****MARKETING ASSISTANT****VACANCY REF: CIX-026663**

Salary: Grade 2 £22,214 to £23,700 per annum, depending on relevant experience

Hours: 35 hours per week

Duration: Permanent

Location: Jodrell Bank

Enquiries about the vacancy, shortlisting and interviews:

Name: Holly Westwood, (Marketing Manager)

Email: Holly.Westwood@manchester.ac.uk

Or

Name: Paul Pomfret, (Head of Operations)

Email: Paul.Pomfret@manchester.ac.uk

Brief Description of organisation

The Jodrell Bank Centre for Engagement is one of The University of Manchester's Cultural institutions. We connect people with the science, heritage & culture of Jodrell Bank and the wider University of Manchester, engaging our visitors through a year-round visitor experience via our exhibitions, grounds, events and festivals.

We were established in 2011 and typically welcome around 160,000 annual visitors a year. Jodrell Bank was inscribed as a UNESCO World Heritage Site in 2019 in recognition of its internationally significant heritage, science and cultural impact.

The Centre saw the opening of its new First Light Pavilion in June 2022. This new Pavilion will broaden the Centre's offer by consolidating its heritage and cultural engagement alongside its science engagement.

Part of the prestigious Russell Group of universities, The University of Manchester is the largest single-site university in the UK, with the biggest student community. We are a powerhouse of research, with a history of world-changing achievements, and are ranked among the leading research universities globally.

Overall purpose of the role

This role provides an opportunity to join our team in delivering marketing communications activity to enhance the Centre's profile and develop audiences. You'll be promoting our distinct brand utilising the site's unique science heritage and distinctive visitor experience in support of the Centre's objectives, vision and strategic plan.

The post would suit someone interested in gaining experience in communications and marketing within the cultural and visitor attractions sector. You will provide campaigns and content support by maintaining and developing marketing communications and administration activities.

Key responsibilities, accountabilities or duties

Assisting in marketing communications activities and providing administrative support by:

- Working with the marketing team on the organisation, delivery and dissemination of online and offline marketing and events activity to promote the Centre's visitor offer and activities
- Helping to deliver timely and relevant marketing communications by gathering, creating and publishing content (such as news stories and videos) which engage with our audiences.
- Proactively gather, create and publish content on social media channels including imagery, assets and copy in accordance with planned promotional schedules
- Assist with the production and distribution of collateral for suppliers (from DMO's to magazines); including writing, editing, proofreading and liaison with contributors and designers
- Maintain records of digital engagement across the Centre's website, and social media channels, issuing reports to senior colleagues on a regular basis
- With input from the Marketing Manager, produce artwork both in person and also via liaison with designers, for both print (such as adverts, signage etc) and digital formats for internal and 3rd party sites and to meet supplier deadlines
- Support promotion of the Centre's online retail platform both online and via social platforms, as instructed by colleagues.
- Assist in day-to-day operational administration, including raising PO's, processing supplier invoices, organising meetings, and dealing effectively with a variety of queries and requests in person, over the phone/Zoom/Teams and by email.
- Help to foster effective and supportive relationships with colleagues at JBCE, as well as JBO, JBCA, Professional Support Services, and other Cultural Institutions.
- Undertaking any other duties as requested by the Marketing and Communications Manager as may be required from time-to-time, commensurate with the level of responsibility for this role
- As part of our wider commitment to environmental sustainability and social responsibility, to fulfil these duties in a resource-efficient, environmentally sustainable manner and seek to promote social responsibility wherever possible.

- Acting at all times in accordance with the University's policies and procedures relating to equal opportunities, health and safety, and all other policies and procedures that apply to the post.

Essential Knowledge, Skills and Experience

Qualifications:

- Possess a good standard of education, normally to GCSE in English and Mathematics at Grade C or equivalent and/or previous experience in a similar role.

Essential knowledge, skills and experience:

- Have a proactive attitude to work, be full of ideas and prepared to learn new things.
- Be able to work on own initiative, and in a flexible manner.
- Able to produce work to a high standard, including meticulous and accurate copy writing and work that is visually attractive.
- Good organisational skills with attention to detail and experience of working successfully to tight deadlines.
- Have a tenacious, organised and highly visible approach, working positively and collaboratively with a range of colleagues from diverse backgrounds, often alongside large cross-functional teams.
- Networking skills - be willing and confident to speak to new people including senior staff and visitors.
- Demonstrate competent IT skills, with a strong level of proficiency using Microsoft Office products, including good word-processing and spreadsheet skills, and use of video-conferencing packages such as Zoom and Teams.
- Have an appreciation of the importance of confidentiality.
- Possess the ability to present a professional image of the University at all times.
- Demonstrate a commitment to the University's values and to equality, diversity and inclusion.

Desirable Knowledge, Skills and Experience

- Educated to degree (or equivalent) standard and/or have a professional marketing qualification.
- Have a good understanding of and enthusiasm for the cultural and visitor attraction sector.
- Experience of writing, editing and proofreading news and other stories for websites, magazines or newsletters.
- Experience of using content management systems (CMS) to populate websites or blogs.
- Experience of email marketing systems.
- Experience of using Adobe CS graphic design software (e.g. Photoshop and InDesign).
- Experience of working with digital media and social media channels and producing original assets, including video.