

Job Description

Job Title: Programming & Marketing Lead

Reports to: Year-long Course & Operations Manager

Salary: £16,200 pro-rata, £27,000 per annum

Contract: 3 days per week

Context and Scope

Leith School of Art is an independent art school with charitable aims. We provide high quality teaching and a supportive environment for students leading to the artistic development of many people each year. Between the range of Year-long and Short Courses, we have around 300 students attending the School each week. The team is made up of around 40 tutors, studio assistants, management and administrative staff, working on a full and part time basis.

Key areas of Responsibility:

- Timetable and write course descriptions for workshops, summer schools and holiday courses in consultation with the Short Course & Finance Manager.
- Develop and co-ordinate the marketing strategy to fit with the School's Business Plan, in consultation with the Year-long Course & Operations Manager and Short Course & Finance Manager.
- Promote, publicise, and increase the profile of Leith School of Art's courses; making use of website, social media, PR, newsletters, etc.
- Coordinating the LSA Exhibition Space.

Main Duties and Responsibilities:

Programming:

- Collate proposals from tutors for workshops, summer schools and holiday courses, with appropriate lead-in times to successfully market the courses.
- In consultation with the Short Courses & Finance Manager, create a timetable for each programme and confirm dates with LSA tutors and visiting tutors.
- Write course descriptions and select appropriate images for marketing workshops, summer schools and holiday courses.

Marketing:

- Prepare marketing materials (digital newsletters, flyers, leaflets, prospectus etc.) in keeping with the School's current design image, and undertake marketing activities.
- Source appropriate and relevant advertising opportunities.
- Coordinate the School's digital and social media presence in consultation with the Year-long Course & Operations Manager and other staff.
- In consultation with the relevant staff, have an overview of the marketing materials produced for the School, and ensure these are disseminated appropriately.
- Co-ordinate school visits to promote Foundation Course, in liaison with Year-long Course & Operations Manager and Foundation Course teaching staff.

- Organise and promote Open Days/Evenings.
- Organise and promote exhibitions for the LSA Exhibition Space.
- In consultation with the Year-long Course & Operations Manager, manage the marketing budget for the year.
- Update the website regularly and work with the wider admin team on larger development projects.
- Promote LSA aims and ethos.

LSA Exhibition Space

- Programme the Exhibitions throughout the academic year in consultation with the Principal, typically 4 exhibitions per year.
- Prepare contracts for exhibiting artists.
- Publicise the exhibition and opening event (i.e designing and distributing invites, posting information on the School's website, using Mailchimp and social media)
- Organise the installation, including labels and any additional information to display, and take down of the exhibition ensuring that appropriate installation methods are used and the space is left in good condition.
- Organise the Opening Event including refreshments.
- Manage sales, and organise for work sold to be collected by the buyer.
- Assist and contribute to other LSA exhibitions as required, and in discussion with the management team.

Person Specification:

Essential

- Experience using Adobe Creative Suite.
- Experience of digital content, social media, and scheduling programmes.
- Experience updating and planning content for a website.
- Ability to create engaging content with visual impact, a high standard of writing and attention to detail.
- Highly organised with excellent multi-tasking and the ability to work to deadlines.
- Experience building audiences and participation through posts, video content, graphics and writing.
- A commitment to equity, diversity and inclusion (particularly relating to marketing).
- Flexible member of a small team, continually evolving and seeking improvements in aspects of your role.

Desirable

- Experience in the art marketing sector.
- A basic understanding of a variety of art processes and techniques.
- Experience programming and organising events.