



<b>Job Description &amp; Person Specification</b>	
<b>Post title:</b> Graduate Culture Programme and Marketing Coordinator	<b>Post No:</b>
<b>School or Department:</b> Culture	<b>Date created:</b> January 2021
<b>Grade:</b> £23,500 p/a (Grade E)	<b>Hours per week:</b> 37
<b>Fixed term end date</b> (if applicable): September 2022	
<b>Other requirements of the role:</b>	
<b>Immediate line manager:</b> Culture Officer	
<b>Title &amp; Grade of posts line managed by postholder:</b> not applicable	

**Job purpose:**

You will be responsible for supporting the planning, coordination, delivery and communication/promotion of projects/events within Curated & Created – NTU’s Cultural Programme – working both independently and as part of a team. You’ll be required to interact with a wide range of stakeholders, including students, staff and external partners, to build relationships and deliver results.

Working proactively, you’ll help coordinate data collection, reporting and analysis, provide administrative and hands-on project/event support, and generate ideas/produce creative and dynamic content for our blog and social media channels.

This is a varied role that will help develop your skills in team working, data analysis and evaluation, project management and delivery, and marketing and communications.

**Principal duties and responsibilities:** The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder’s line manager:

Marketing and Communications:

- Contribute to the planning of, and take responsibility for developing, creative, dynamic and engaging content for the Curated & Created blog.
- Assist in the planning and development of campaigns and activities, using your experience as a former student to inform the message and format.
- Collect and create digital content – including photography and video – and edit/prepare this for publishing. This could be in partnership with students, staff or external partners from cultural organisations across the city.
- Assist in the implementation of social media plans, scheduling and posting content.
- Help to evaluate marketing projects/campaigns, providing insights to inform future plans.
- Support other marketing tasks such as copywriting, website updates, CRM emails, and briefing artwork to the design team, as required.
- Proactively build and maintain relationships with key stakeholders: promoting the Curated and Created programme and providing information on individual projects as required

WRAP – Writing, Reading and Pleasure:

- Support the organisation and delivery of the WRAP (Writing, Reading and Pleasure) programme, both administratively and logistically.

- Develop and implement qualitative and quantitative evaluation strategies.
- Gather, record and share participant and audience data, highlighting trends.
- Support the planning and delivery of three annual public events.
- Work with NTU students and internal stakeholders to plan pop-up events and 'happenings' across campus.
- Contribute to the planning and development of both the WRAP Blog and Anthology.

University Hall concerts:

- Support the organisation and delivery of the concert series in University Hall, both administratively and logistically.
- Take responsibility for running and sharing pre-show reports and collating post-show reports.
- Play an active role at events, engaging with audience members, running the box office and welcoming artists.

Team-wide:

- Collate event/activity/engagement data, provide analysis, and produce reports in support of the team's strategic objectives.
- Monitor and respond to enquiry emails in the Culture and WRAP mailboxes.
- Represent the Culture team at open days and external events.
- Offer ideas, solutions and innovations that improve the effectiveness of the Culture team and the Curated and Created programme.
- Assist with the scheduling of cultural activities; liaising with colleagues, artists and external partners as necessary.
- Provide administrative and logistical support for partner events/projects including the Young Creative Awards, Nottingham Poetry Festival and Nottingham Puppet Festival.

Representing the department to the wider university and NTU externally on matters relating to the role:

- Establish confidence and respect for the Culture function, the programme and yourself.
- Act as a positive ambassador and advocate of the Graduate Development Programme.
- Undertake additional required work, tasks, projects and development opportunities alongside your Graduate role, in conjunction with other Graduates participating in the Development Programme.
- Be digitally curious, willing to identify and utilise different technologies when necessary.
- Encourage colleagues in the University to adopt digital tools and to innovate with new ways to use technology and support them in increasing their digital confidence and skills.

Other:

To carry out other duties as and when required

**This position is only open to Graduates of Nottingham Trent University with a degree of 2:1 or above, who have graduated within the last 2 years.**

**N.B.** The post-holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.

## Personal Attributes

Attributes	Essential	Desirable
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Demonstrate a good working knowledge of Microsoft Office (including Office 365) products and other digital/social platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with project management process and methodologies.</li> <li>• Understanding of current marketing theory and practice, including e-marketing and social media.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Work proactively, autonomously and exercise judgement and initiative.</li> <li>• Generate ideas that are not bound by convention.</li> <li>• Use of a range of qualitative and/or quantitative methods.</li> <li>• Evaluate information and apply evidenced-based approaches to problem solving.</li> <li>• Network effectively and work collaboratively.</li> <li>• Demonstrate excellent communication skills (verbal, written and in presentation).</li> <li>• Influence others through persuasion and negotiation.</li> <li>• Prioritise workload, exercise judgment, and meet deadlines.</li> <li>• Demonstrate strong organisational skills with attention to detail.</li> <li>• Demonstrate a creative approach to work.</li> <li>• Meeting stakeholder expectations through excellent customer focus and a solution-driven approach.</li> <li>• Analytical and decision-making skills with clear and logical approach to work.</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of gathering and working with qualitative and/or quantitative data and delivering and analysing reports/information.</li> <li>• Experience of working successfully in challenging and unfamiliar contexts.</li> <li>• Work independently and within a team, and deal with unforeseen issues in changing circumstances.</li> <li>• Use a solutions-driven approach when dealing with unforeseen circumstances.</li> <li>• Experience of planning and organising: e.g. meetings, seminars, research groups and interviews.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a cross-disciplinary or mixed-disciplinary environment.</li> <li>• Wider experience, beyond academic discipline, for example: engagement in extra-curricular activities such as music, sport or volunteering.</li> <li>• Experience of creative activities – as a participant or audience member.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in preparing and presenting information (visual and verbal): e.g. in the form of updates, options for discussion.</li> <li>• Experience of managing a diverse workload</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• NTU Graduate degree of 2:1 or above within the last two years</li> </ul>	

<b>Competencies</b>	
<b>Essential Competencies</b>	<b>Desirable Competencies</b>
<p><b>Team Working:</b> Leads aspects of team work, seeking and implementing improvements to the team's outputs/service and developing colleagues within the team. Challenges self and others.</p> <p><b>Customer Focus:</b> Works to identify customer needs. Seeks feedback and develops service delivery accordingly. Influences and develops ideas to enhance customer satisfaction.</p> <p><b>Communicating and Influencing:</b> Communicates information effectively to a wide range of diverse stakeholders, influencing events.</p> <p><b>Making informed decisions:</b> Uses analysis, reports and data to test the validity of options and assess the risk before taking decisions. Ensures optimum decisions are taken.</p> <p><b>Organisation and Delivery:</b> Plans time taking account of organisational priorities and other colleagues' work roles to achieve results</p>	<p><b>Adaptability:</b> Willingly takes on new tasks/adopts new approaches as required as appropriate to job role. Participates in appraisal process and takes responsibility for keeping professional skills and knowledge up to date.</p> <p><b>Creativity and innovation:</b> Seeks out, reviews and integrates new ways of working into role</p>

[N.B All competencies should be drawn from the NTU Competency Framework which can be found [here](#)]

**Job Description and Person Specification created by (post title): Helen Garrigan & Anne Adams**

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