

Senior Communications Officer
(Internal and Applicant Communications)
Marketing and Communications
Fixed term until 30th September 2017

The Glasgow School of Art

The Glasgow School of Art is one of Europe's leading independent university-level institutions for the visual creative disciplines. Our studio-based, specialist, practice-led learning and research draws talented individuals with a shared passion for visual culture and creative production from all over the world.

Originally founded in 1845, today we have 2150 students studying across architecture, design, digital, fine art and history and theory. As we develop new academic programmes and enhance our areas of expertise and inter-disciplinarity, our ambition towards 2018 is to grow our student community in Glasgow by 25%, and continue to grow our research profile and campuses in Singapore and the Scottish Highlands and Islands. Our internationalisation strategy is embedded across our academic programmes and research, connecting the GSA with some of the world's leading universities and specialist higher education institutions.

Recognised by the Scottish Funding Council as an independent, specialist institution the GSA is an important and integral part of Scotland's higher education provision. Working in partnership with universities across Scotland and the UK, our degree programmes are validated by the University of Glasgow. The University of Glasgow has validated our programmes since 1992 and whilst the Senate of the University has ultimate responsibility for the awards, there is maximum delegation to the GSA for its own quality assurance procedures. The School, through its Academic Council, is also responsible for the development, monitoring, evaluation and updating of its academic framework.

Our 185 academic staff, 80% of which are research active, form a strong creative community united in the ambition to see GSA positioned as a global leader in studio based research and teaching, transforming thinking by developing creative approaches with new audiences, locally, nationally and internationally. As one of the UK's largest and most intensive research communities for the visual creative disciplines, GSA's research activity is clustered into the following interdisciplinary themes:

- Architecture, urbanism and the public sphere
- Contemporary art and curating
- Design innovation
- Digital visualisation
- Education in art, design and architecture
- Health and wellbeing
- Material culture
- Sustainability

Moving forward GSA has ambitious plans to develop its research profile further through internal collaboration and new partnerships with National and International Organisations. We recognise the distinctive contribution made by visual creative disciplines within the rapidly growing interdisciplinary research agenda and seek to position GSA as a global leader in this field. This will involve development and mentoring of GSA's own research talent, recruitment of the best new staff, the securing of higher levels of external research funding to support research projects and further growth in the scale and activity of GSA's PhD community.

While we are firmly rooted in Glasgow, one of Europe's leading creative cities, we are international in outlook with one of the UK's highest percentages of international students and one of Scotland's largest percentages of students from the rest of the UK. Over the last five years over £65 million has been invested in our estates including the recently opened Reid Building. Further investment is currently being planned which will create a cohesive creative campus with the iconic Mackintosh Building at its core.

We have a total income of over £30m, and our aim is to cultivate conditions in which the GSA can continue to achieve great things through what we do, with whom we do it and through creative approaches build on our existing strengths and distinctive assets, in order to:

- Achieve excellence and leadership in student-centred studio-based learning
- Engage with new audiences through inter-disciplinary research
- Extend our global reach and creative engagement
- Be a robust and efficient institution – maximising our resources and our potential

Marketing and Communications

The Marketing and Communications Office has a large and wide-ranging remit, centred on the GSA's external brand position and perception. We work to maintain and enhance the GSA's reputation and international standing as one of Europe's leading university level institutions for the visual creative disciplines. We manage multiple stakeholder relationships that range from potential students, applicants, alumni, recruitment agents, international institutional partners, key stakeholders to press and media through integrated marketing and communications, bringing together recruitment, communications, exhibitions, events, alumni relations and market intelligence in an integrated customer focused service.

The Role

Job Title	Senior Communications Officer (Internal and Applicant Communications)
Reports To:	Communications Manager
Job Purpose	<p>Reporting to the Communications Manager and part of a wider Communications Team, comprising: Communications Manager, Media Relations Officer, Communications Officer and Marketing Officer, the role is to present The Glasgow School of Art to key applicant and internal audiences in line with GSA's Marketing and Communications' strategic objectives.</p> <p>Focusing on social, online and print media, the role encompasses communications specifically for student recruitment and the promotion of GSA to potential applicants, pre-application; and to lead on internal communications across GSA for a number of key projects including our campus development.</p>

Organisational Chart

See Appendix I

Relationships

Internal Contacts:

- Marketing and Communications team: primarily Head of Recruitment and Recruitment team;
- Academic Registry Team;
- Heads of School/Department and Senior Staff;
- Key staff in academic and support departments.

External Contacts:

- Design/digital agencies;
- Advertising agencies;
- Printers;
- Photographers/ Film makers;
- Potential applicants.

Principal Accountabilities

Communications/Marketing

Project management of:

- Content, production and traffic of GSA print materials including applicant and recruitment materials; promotional and marketing materials;
- Ensuring potential student information is provided in a consistent, relevant and timely manner in anticipation of needs;
- Content development and production of materials relating to the communication and promotion of key events in the GSA calendar including Degree Shows, Open Days, Graduations etc;
- Providing best practice guidance to GSA Departments on departmental and individual strategies for creation of original, engaging content, and curation of content whilst maintaining GSA brand consistency and market position;

Digital and Social Media

Day-to-day implementation of the GSA's Digital Presence Strategy including:

- Ensuring the development of the GSA's social media channels on a departmental basis (Flickr, Twitter, Facebook, Vimeo etc.);
- Lead on for the development of the GSA's social media presence for applicants and queries and development of additional platforms for communication with Home, RUK, EU and International students;
- Lead on the development online application communications in collaboration with the Recruitment and Academic Registry teams, including coordination of bulletins/communications to applicants from central support departments;
- Supporting the delivery of a range of digital marketing campaigns;
- Assisting with maintenance of the core School web presence on a day-to-day basis and provide assistant/advice/training for local content generation;
- Producing regular internal eBulletins, generated from internal sources and from social media content;
- Assisting other Departments with local production of communications using appropriate platforms as necessary to key external audiences;
- Working with GSA Estates Development, Press and Media - production of regular internal communication of the ongoing Mackintosh Restoration project, McLellan Galleries project and other Estates projects.

Other

- Contribute to the continual development and on-going evaluation of GSA Marketing and Communications strategies.

Education

- First Degree or equivalent in relevant area.

Experience

- A minimum of three years' marketing/communications experience;
- Culturally and socially aware and design literate;
- Excellent written and verbal communications skills, including:
 - a high level of literacy;
 - Strong copywriting skills;
 - working knowledge of digital and social media marketing best practice.
- Computer literate including:
 - office suite, basic knowledge of Photoshop, experience of content management systems.
- Creativity and idea generation skills;
- Ability to work to tight deadlines and prioritise workloads;
- Ability to engender trust among colleagues and operate with professional credibility;
- Excellent interpersonal skills and networking skills;
- Ability to work in a small team and relate well to a wide range of people including those in senior positions both within and outwith the School;
- Ability to be self motivated, show initiative, develop new approaches and work under own direction.

Terms and Conditions

- Contract Fixed term until 30th September 2017
- Probationary Period 6 months
- It is recognised that there is an inevitable 'settling in' period in any post. The probationary period is therefore an opportunity for the employee to fit within the culture of the School. It should also be determined during this time whether the job is in line with expectations as expressed in pre-appointment discussions, interview and as set out in the Job Description.
- Salary: Grade 5 £25,513 - £29,552 per annum
- Hours 35 hours per week
- Holidays: 30 days plus 11 public and statutory holidays per annum, pro rata
- Pension: Option to join the Local Government Superannuation Scheme
- Notice Period: 1 month

Appendix I

