

Yield & Marketing Officer

Estates - Residential Accommodation

Fixed Term until March 2019

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-centered 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

The Studio

Our studio-based approach to learning and innovation has particular relevance in the 21st Century. The place of the studio in creating the environment for inter-disciplinarily, peer learning, critical enquiry, experimentation and prototyping can help to address many of the grand challenges confronting society and contemporary business. It provides space to bring disciplines together, exploring problems in new ways to find innovative solutions. Studio is at the heart of our pedagogy, how we work and how we engage with others.

Scope and Purpose of the Role

The appointment is within the Estates Department within GSA, specifically within the GSA Halls of Residence. In 2015 GSA expanded halls to accommodate increasing numbers of students seeking student housing. This housing is not required by the undergraduate market in the summer months and it is this availability of approx. 80% (some 170 rooms) of the GSA housing stock at Blythswood House which we propose to establish and grow a vacation rental market. It would be the role of the post holder to meet the challenge of occupancy and financial targets set out by the Vacation Business Plan. Compete with the increasing competitive vacation and term markets in Glasgow & Scotland and set up and manage the site and business of the vacation letting season.

The Role

Job Title	GSA Halls Yield & Marketing Administration Officer
Location	Blythswood House
Reports to	Residential Accommodation Manager
Job Purpose	Provide professional yield & marketing, reception & administrative support within the Residential Accommodation Services Department. There is also a requirement to undertake duties of a clerical nature as directed by the Residential Accommodation Manager.

Relationships

The main relationships are:-

Internal

- Estates staff
- Registry
- Finance
- HR
- International Office
- Marketing and Communications Team
- GSA Enterprises
- Professional and Continuing Education
- Development Office
- Student Recruitment
- Students
- Other support/academic departments

External

- Suppliers
- Contractors
- Visitors to site
- Parents & family of residents, current and prospective
- Enquiries from public/HE partners – summer and term related
- Design/printing and advertising agencies
- Photographers
- Marketing agencies/online companies
- Visit Scotland & associated media companies

Key Accountabilities

Yield/Marketing

Contribute to the project management and development of the vacation business plan for GSA Halls.

- Compiling the content and production of halls print materials including applicant materials, recruitment and other display materials, media and outdoor advertising specific student recruitment advertising and marketing promotional materials related to

vacation rental market and session tenancy;

- In cooperation with Marketing & Development, producing materials at local level to maintain brand consistency and market position;
- Marketing and promoting the availability of GSA Halls term and vacation sessions to relevant market;
- Achieving and maintaining occupancy and income targets determined by operational requirements.

Digital and Social Media

- Contribute to the day-to-day implementation of the GSA Halls Digital Presence online
- Maintaining and developing the GSA Halls social media channels (Flickr, Twitter, Facebook, Vimeo etc.);
- Supporting the delivery of a range of digital marketing & promotion campaigns, especially those focused on social media;
- Promotion of GSA Halls term and vacation availability to key external audiences;
- Maintaining web presence on a day-to-day basis to promote site;
- Yield management & online availability.

Communications and PR

- Working with the Media Relations Manager on defining and implementing a social media strategy for media relations;
- Work with the Media Relations Officer, external photographers and GSA Departments to ensure the GSA Halls (on and offline) presence is maintained and enhanced.

Vacation Letting Business

- Assist with establishing and building upon the Vacation Letting Business at Blythswood House;
- Market site appropriately to student and guest markets in line with business targets;
- Establish and increase site profile in print material and online presence;
- Working with Residential Accommodation Manager to prepare site for summer letting in terms of end of session and vacation turn around in June & September annually;
- Assist with preparations of the site for vacation season including:-
- Recruitment of staff for the team which will deliver the building over the vacation;
- Sourcing and purchasing of flat inventory items required for letting season;
- Preparations of flat inventories & set up of flats for rental subsequent to deep cleaning after session.

Other

- Telephone and reception duties, which include dealing with routine enquiries from staff, students and external bodies;
- Provide effective administrative support to the relevant line manager/head of department and take an instrumental role in ensuring the smooth working of the office/halls/department;
- Attending and participating in relevant departmental meetings, focus groups etc;
- Ensure tenants are informed of any scheduled visits or issues related to their accommodation;
- Monitor and report maintenance issues to internal and external service providers as necessary;

- Dealing with queries from prospective residents and families around Halls: arranging viewings, explaining procedures and regulations etc;
- Production of rooming/fire lists and other information from accommodation database – Starrez;
- To undertake general office duties, including preparation of documents, maintaining administration and filing systems;
- Maintaining administration and filing systems, updating departmental logs, producing reports and spreadsheets;
- Assist in planning and organising events such as focus groups, training events, open days, arrival and departure weekends;
- Monitor and report maintenance issues on GSA helpdesk or external contractors as required
- Office and key security;
- Ordering consumables, i.e. stock and equipment;
- Any other duties as required.

Person Specification

The post holder will demonstrate:

- excellent written and verbal communication skills;
- a high level of organisational skills and ability to prioritise own workload;
- time management and the ability to work to strict deadlines;
- motivation and enthusiasm;
- an ability to self-direct as well as work as part of a distributed team
- a comprehensive knowledge of Microsoft Office and ability to learn new software as required.

The post holder will be capable of functioning as part of a distributed team that operates across multiple locations. S/he will have experience of working with a variety of people, and able to take a flexible approach to a dynamic and rapidly changing work environment.

Qualification and Experience

- Educated to degree level (or equivalent) in relevant area;
- A high level of demonstrable experience in relevant marketing and communications;
- Excellent verbal, written, communication and interpersonal skills including; a high level of literacy, strong copywriting skills and working knowledge of digital and social media marketing practices;
- Numerate, with a keen eye for detail;
- Strong keyboard and computer literacy;
- Highly organised with demonstrated ability to take initiative be self-motivated and work within small team;
- Ability to work to tight deadlines, prioritise work load and work well under own direction.

Terms and Conditions

Contract	Fixed Term until March 2019
Probationary Period	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. The probation period for this role is 6 months.
Salary	Grade 3 £18,940 - £21,843 per annum
Hours	35 hours per week (over 7 days) <i>(Anticipate some weekend working required over the summer period)</i>
Holidays	30 days plus 11 statutory holidays per annum
Pension	Option to join the Local Government Superannuation Scheme
Notice Period	1 month