

## Who we are:

The Academy of Live Technology (formerly Backstage Academy) is uniquely positioned right at the heart of Production Park, Europe's leading live industry destination. We provide the best possible training for the live events and entertainment sector, with fantastic industry links and state-of-the-art production facilities.

As a privately funded organisation, we bridge the gap between industry and education, working closely with leading professionals to respond quickly to current skills shortages and deliver degree programmes in line with specific demands. We provide relevant, up-to-date education so that students get a real taste of what life is like in the live events and entertainment industry, with a significant focus on employability.

The Academy of Live Technology [ALT] and Production Park is seeking a creative and driven Marketing Communications Officer to enhance our brand presence and engage our diverse audiences. The ideal candidate will be responsible for developing and implementing effective marketing and communication campaigns, content and deliverables to promote our education programs and commercial studios, while ensuring alignment with our strategic mission and values.

An exciting and diverse role for the Production Park group, working collaboratively with a variety of audiences, internal and external teams, the post holder will deliver engaging campaigns across all marketing and communication platforms to both B2B and B2C markets.

**For more information on the Academy of Live Technology, please visit**  
[www.academyoflivetechology.com](http://www.academyoflivetechology.com)

**For more information on Production Park, please visit**  
[www.productionpark.co.uk](http://www.productionpark.co.uk)

## Job Title: Marketing Communications Officer

**Scope:** Production Park, Academy of Live Technology

**Function:** Marketing Communications Officer

**Reports to:** Group Marketing Manager

**Contract Type:** Permanent

**Hours per week:** Full Time (40 hours)

**Standard Working Hours:** Mon – Fri 8.30am-5pm, but expected to respond to need of role (some evening and weekend working where required)

**Target Start Date:** ASAP

**Holiday Entitlement:** 25 Days (inclusive of December shut down = 3 days per year) + Bank Holidays

**Probation:** 6 months

**Notice Period:** 2 months

### **Principle Duties and Responsibilities:**

- **Content Creation:** Develop engaging and informative content for various platforms, including social media, newsletters, press releases, and websites to engage and inform target audiences in line with strategic plans as set by the Group Marketing Manager.
- **Social Media Management:** Oversee the Production Park group social media channels, creating engaging posts, responding to inquiries, and monitoring key metrics to continually increase our social presence.
- **Website Maintenance & Development:** Working in collaboration with the wider teams, maintain the Production Park group websites to ensure accuracy of information, up to date and relevant content and implementing any development requirements as determined by the Group Marketing Manager.
- **Events:** Collaborate with the wider teams to support the delivery and effective promotion of Production Park group events and activities.
- **Market Research:** Conduct market research to identify trends and audience preferences, utilising insights to inform marketing strategies.
- **Performance Analysis:** Monitor and report on the effectiveness of marketing communications initiatives, using metrics to drive improvements.
- **Stakeholder Engagement:** Build and maintain relationships with key stakeholders, including students, industry partners, and media outlets to foster collaboration and enhance visibility.

### **Special Requirements**

The post-holder will be expected to work evenings and weekends when required with occasional travel away from home.

All staff are expected to comply with our company Health and Safety and Equal Opportunities policies in the performance of their duties.

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.

<b>Production Park</b>		<b>Person Specification</b>	
<b>Post Title:</b> Marketing Communication Officer		<b>Reference:</b>	
<b>Area of Work:</b> Production Park/Academy of Live Technology			
<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed at Application (A) or Interview (I)</b>
<b>Knowledge</b>			
Proficiency in digital marketing tools and social media platforms	X		(A, I)
Strong copywriting, editing, proofing and verbal communication skills	X		(A, I)
Knowledge of SEO and analytics tools		X	(A, I)
Skilled in content creation and management	X		(A, I)
Understanding of Higher Education marketing		X	(A, I)
Understanding of the live events and creative industries		X	(A, I)
IT Literate (CRM systems, MS Teams & Office, emails, internet & social media use)	X		(A, I)
<b>Organisational and personal skills</b>			

Ability to work autonomously (with direction)	X		(A, I)
Exceptional eye for detail	X		(A, I)
A friendly professional manner and appearance	X		(A, I)
Proactive approach to problem solving	X		(A, I)
Self-motivated, ambitious and results orientated with an ability to thrive under pressure	X		(A, I)
Strong interpersonal skills and experience of dealing directly with a wide variety of people	X		(A, I)
Flexible approach to working, excellent time management skills	X		(A, I)
Ability to work independently, as well as in a team	X		(A, I)
Positive attitude and an eagerness to learn	X		(A, I)
Considerable personal initiative, professional approach and judgement in interpreting course of action and setting priorities	X		(A, I)
Demonstrable commitment to developing new skills and personal professional development	X		(A, I)
<b>Qualifications</b>			
Educated to degree level		X	A
Full driving licence		X	A
<b>Experience</b>			
Experience in marketing communications, preferably within the higher education or creative industries		X	(A, I)
Experience of marketing communications in commercial sales		X	(A, I)
Experience with the Adobe Creative Suite	X		(A, I)

This is a description of the role requirements as it is presently constituted. It is the Academy's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary, update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the role-holder.

### Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.

Attributes	Essential	Desirable	Assessed at Application (A) or Interview (I)
<b>Knowledge</b>			
Familiarity with contemporary live event performance, production technologies, and industry contexts.		X	(A, I)
In-depth understanding of business operations such as project management, accounting, and HR.		X	(A, I)
Knowledge of emerging trends in live event technologies, including immersive experiences and virtual production.		X	(A, I)
Familiarity with relationship management and account management processes and best practice.	X		(A, I)
Understanding of R&D processes, techniques, and evaluation		X	
Awareness of UK R&D tax relief and funding opportunities for research and development.		X	
Understanding of the live events industry's cultural, social, and commercial dynamics.		X	
<b>Organisational and personal skills</b>			

Strong interpersonal skills with the ability to engage effectively with diverse stakeholders.	X		(A, I)
Ability to prioritise, manage multiple tasks, and meet deadlines in a fast-paced environment.	X		(A, I)
Leadership skills to motivate and guide teams, ensuring efficient project execution.	X		(A, I)
Excellent time management and organisational skills, capable of managing competing priorities.	X		(A, I)
Adaptability to changing circumstances, with a proactive approach to solving problems.	X		(A, I)
High level of autonomy, with the ability to work independently and make informed decisions.	X		(A, I)
Strong presentation skills, with the ability to communicate complex ideas clearly and persuasively.	X		(A, I)
Results-focused mindset with a commitment to achieving goals and exceeding expectations.	X		(A, I)

<b>Qualifications</b>			
An undergraduate degree in a relevant field or equivalent professional experience.	X		(A)
A postgraduate degree or additional qualifications in a related discipline (desirable).		X	(A)
Formal project management training (e.g., Prince2, Agile) is highly advantageous.		X	(A)
A full driving license and valid passport (preferred).	X		
Existing and up-to-date DBS or CRB assessment (where applicable).		X	
<b>Experience</b>			
Proven experience in developing and managing industry partnerships and commercial relationships	X		(A, I)
Significant experience in membership management, client relationship management, or business development.	X		(A, I)
Background in leading or supporting R&D projects, ideally in the creative industries.		X	(A, I)
Experience in managing complex client-facing projects and ensuring successful outcomes.	X		(A, I)
Track record of securing and managing industry partnerships, including negotiations and contract execution – ideally between education and industry	X		
Experience in sales, marketing, and business development within a membership or partnership context - ideally in a technology-related field	X		
Familiarity with live events technologies, trends, and industry practices.		X	
Proven ability to manage and grow a subscription-based membership community.		X	