

Job Title:	Student Ambassador – Marketing and Communications support
Department:	Marketing
Contract Type:	Zero hours (flexible, may be up to 15 hours per week)
Reporting to:	Marketing and Communications Executive
Responsible for:	N/A
Issue Date:	February 2023
DBS Check:	Yes

Overall Role:

Support the Commercial Marketing and Communications Team in the delivery of marketing and communications plans for Confetti Media Group (CMG). Focusing primarily on Metronome, in relation to driving ticket sales and customer engagement, as well as supporting marketing activities across the other CMG brands to include Antenna, Constellations and Confetti X.

Duties & Responsibilities

- Support the Marketing and Communications Executive in the creation and distribution of content to support campaigns that are timely, engaging, inclusive and relevant for the target market(s) across a wide variety of CMG’s commercial communication channels (website, social media, email, plasma screens and print).
- Take a digital-first approach, aligning activities to the individual CMG brand and values.
- Using website and email analytics, customer feedback and competitor analysis to help support decision-making.
- Using gathered insights, assist the Marketing and Communications Executive in regularly reporting on marketing activity, preparing insight documentations with clear actions to implement improvements.
- Write, edit and proof-read a range of content for both digital and traditional marketing methods.
- Work closely with Confetti Institute of Creative Technologies Marketing colleagues on sharing content and plans to support the student experience.
- Assist with staffing at key marketing events throughout the year, including live music events, open days, festivals and showcases, as required.

Knowledge, Qualifications & Experience	Essential	Desirable
<ul style="list-style-type: none"> Studying towards a degree-level subject that focuses on digital content creation, marketing and PR. 	✓	
<ul style="list-style-type: none"> Experience of working in a marketing and communications environment. 		✓
<ul style="list-style-type: none"> Experience using a variety of communications and content management platforms and tools (Hootsuite, Wordpress, Facebook, Twitter, Twitch, Instagram, Youtube etc.). 	✓	
<ul style="list-style-type: none"> Experience of writing persuasive and engaging copy for different target audiences and platforms. 	✓	
<ul style="list-style-type: none"> Experience of managing email communication plans. 		✓
<ul style="list-style-type: none"> Experience of creating paid search and social ads across platforms. 		✓
<ul style="list-style-type: none"> Experience of creating organic content plans for social media. 	✓	
<ul style="list-style-type: none"> Experience of capturing video content, editing and sharing on digital platforms. 		✓
<ul style="list-style-type: none"> Experience of editing images in Photoshop. 		✓
<ul style="list-style-type: none"> Knowledge and experience in digital accessibility. 		✓
Skills, Qualities & Abilities	Essential	Desirable
<ul style="list-style-type: none"> Ability to communicate clearly both written and verbal. 	✓	
<ul style="list-style-type: none"> Ability to work methodically to tight deadlines, managing own workload and working cross-team and cross-company to ensure the project delivers to time. 	✓	
<ul style="list-style-type: none"> A keen eye for detail in all areas of work. 	✓	
<ul style="list-style-type: none"> Creative and innovative approach to communications and marketing. 	✓	
<ul style="list-style-type: none"> Ability to multi-task and work quickly and efficiently across a range of projects/campaigns. 	✓	
<ul style="list-style-type: none"> Ability to interpret and utilise brand guidelines, adopting an appropriate tone of voice. 	✓	
<ul style="list-style-type: none"> Excellent copywriting skills for print and online. 	✓	
<ul style="list-style-type: none"> Ability to interpret analytics, translating them into insights. 	✓	
<ul style="list-style-type: none"> Ability to provide a customer-focused service to a range of stakeholders. 	✓	
Company Values		
<ul style="list-style-type: none"> Excellence - Always aiming to do what you do, to the highest possible quality. 	✓	
<ul style="list-style-type: none"> Innovation - Always striving to do what you do, in a better way. 	✓	

<ul style="list-style-type: none"> • Enterprise - Self-motivated and ready to take on new challenges. 	✓	
<ul style="list-style-type: none"> • Integration - Working effectively with two or more of CMG businesses towards a common purpose. 	✓	
<ul style="list-style-type: none"> • Openness - Operating cooperatively and decently in all situations. 	✓	
<p>It is a condition of employment that all employees comply with CMG employment policies detailed in the Employee Handbook, individual CMG policies, and Quality Procedures.</p>		