

JOB DESCRIPTION
Marketing, Communications and Design Assistant
Vacancy Ref: N1940

Job Title:	Marketing, Communications and Design Assistant	Present Grade: 4
Department/College:	Pentland Centre for Sustainability in Business	
Directly responsible to:	Pentland Centre Director	
Supervisory responsibility for:	n/a	
Other contacts		
Internal:		
Pentland Centre team, Lancaster University Communications and Marketing Department, Lancaster University Management School Marketing Team, Lancaster University/LUMS Finance Team, Lancaster University print suppliers, LU Alumni team and LU fundraising team.		
External:		
External contacts relevant to Arctic Basecamp project: British Antarctic Survey, Hotel Schatzalp, Bruncin Ltd, external funding bodies and individual financial supporters, scientists at external HEIs, social media and online service providers, PR and media contractors, camera operators, and external print and promotional material suppliers. Other project partners as required as the project develops.		
Job Purpose:		
To produce and design marketing and communication materials as required by Pentland Centre projects, in particular activities related to the Arctic Basecamp at Davos project. The post holder will liaise with the Pentland Centre Director and other staff, as well as external partners in the Arctic Basecamp at Davos team, to ensure timely creation and delivery of virtual, print and other communication materials. The post holder will also proactively support the development of Arctic Basecamp at Davos funding bids and crowdfunding platform/s and contribute to the documentation of this work, including contributing to Impact Case Studies.		
Duties:		
<ol style="list-style-type: none"> 1. Design and maintenance of the Arctic Basecamp project's website 2. Coordinate and manage the project's social media presence and crowdfunding platform(s). 3. Undertake visual design and copy writing for brochures, funding proposals and other documents for the Pentland Centre and Arctic Basecamp at Davos, including submitting proposals to internal and external funders. 4. Support and contribute to the preparation of relevant reports, presentations, dissemination, publicity, and Impact Case Studies. 5. Work with the Centre Director to develop the image and reputation of Arctic Basecamp at Davos (i.e. marketing, branding, media), including producing graphic, video and audio assets. 6. Undertake any other duties as may reasonably be required by the Centre Director, consistent with the grade of the post. 		