

Role Profile

Job Title	:	Aardman Academy Marketing Coordinator
Department	:	People and Culture
Job Family	:	Operations
Band	:	2

Function of the department/section& main purpose of the role:

Department function:

Talented people lie at the very heart of Aardman's activities, which is why the recruitment, development and training of people to the very highest level is absolutely critical to the continued success of Aardman as an Employee Owned company.

The **Aardman Academy** is dedicated to fostering world-class animation training and development, with a focus on both in-person and global online learning experiences. The department provides cutting-edge training programmes, masterclasses, and outreach initiatives aimed at developing the next generation of talent within the animation industry. By creating an inclusive and supportive environment, the Academy strives to lead in both creative and technical training, with a special emphasis on stop-motion animation. The department works closely with industry professionals, alumni, and external partners to offer a comprehensive portfolio of educational content that is innovative, accessible, and scalable, ensuring its position as a global leader in animation production and skills development.

The **Academy Marketing Coordinator** will support the Academy's marketing efforts by executing social media campaigns, creating engaging content, and helping to promote the Academy's offerings. This initial part-time role will focus on hands-on content creation and social media management to grow the Academy's presence and engagement with both consumer and business-to-business (B2B) audiences.

Duties & Responsibilities:

Social Media and Digital Presence:

- Manage and grow the Academy's social media platforms and AVOD platforms ensuring consistent, engaging, and brand-aligned content.
- Create social first video content, behind the scenes photos as well as other updates from the Aardman Academy for the duration of our courses.
 1. Create and post engaging content including graphics, videos, and text-based updates
 2. Monitor and respond to audience interactions to maintain high engagement levels.
 3. Track and analyse social media performance, using insights to adjust strategies for improved engagement.

Content Creation and Management:

- Design visually appealing graphics and video content using tools such as Photoshop, Premiere Pro, or Final Cut Pro.
- Working closely with marketing strategies and approaches supplied by campaign creatives and create content that aligns with those guidelines.

1. Produce high-quality video and photo content for social media and promotional campaigns
2. Develop and edit promotional content, including blogs, videos, and interviews.
3. Ensure all content is on-brand and aligned with the Aardman Academy's tone and voice.

Campaign Management:

- Execute targeted marketing campaigns to promote online courses, membership programs, and global workshops.
- Collaborate with internal Aardman marketing teams to support the rollout of promotional initiatives.
- Test and adjust content and campaign strategies based on performance data and audience feedback.

Collaboration:

- Represent the Aardman Academy in ensuring the Academy and Aardman's digital and social branding, values, and content strategy align and are mutually reinforcing where appropriate.
- Work with internal teams and external partners to align marketing efforts with overall Aardman Academy goals.
- Support course facilitators and membership coordinators with their marketing needs.
- Liaise with franchise workshop partners to ensure consistent and effective promotional messaging.

Responsible to: Head of the Aardman Academy and working closely with the Director of Digital, Social and Communities.

Person Specification: (essential and desirable background, skills and experience)**Knowledge & Experience:**

- Experience in social media management and content creation.
- Strong knowledge of Photoshop, Premiere Pro, and/or Final Cut Pro.
- Experience with video editing and photography for social media.
- Confident taking photos for use on social media.
- A keen eye for graphic design.
- Familiarity with digital marketing tools.
- Understanding of audience engagement strategies for both B2B and B2C markets.
- Experience working within the creative, animation, or education industries (preferred).

Skills & Attributes:

- Creative and Innovative: Strong visual design and creative storytelling skills.
- Technical Proficiency: Competence in using design and video editing software.
- Organised: Ability to manage multiple projects and deadlines simultaneously.
- Analytical: Comfortable interpreting performance data to inform decisions.
- Communication: Strong written and verbal communication skills.
- Adaptability: Able to adjust content and strategy based on audience feedback and performance metrics.

Additional Requirements:

- Experience in video content creation and photography is a strong advantage.
- Knowledge of the animation, creative education, or media industry is desirable.
- Flexible, able to work independently and respond to changing priorities.