

NORTHERN SCHOOL OF CONTEMPORARY DANCE

JOB DESCRIPTION

POST:	Marketing & Graphic Design Assistant
REPORTING TO:	Head of Marketing & Communications
OTHER WORKING RELATIONSHIPS:	Marketing Officers
MAIN PURPOSE OF POST:	The Marketing & Graphic Design Assistant supports the creation of the visual content for marketing materials and organisational communications. The Marketing Assistant also provides day-to-day administrative support to the marketing team ensuring that tasks are delivered on time and to a high standard. The role supports the effective operation of the marketing function in a small specialist higher education establishment and blends hands-on design work with training and creative team support.

DUTIES OF ROLE

1. Design on brand marketing materials and campaign assets across multiple formats, touchpoints and platforms including social, print and digital, using Adobe Creative Suite and Canva.
2. Build and maintain design templates to aid efficient content creation across multiple formats based on design briefs.
3. Ability to create visual concepts, mood boards and image selects to support Head of Marketing & Communications and the department in decision making and campaign creation.
4. Prepare digital artwork to correct specs, package design files for print or digital use, and manage version control.
5. Support with updating and managing the NSCD website and any sub-sites/landing pages (content updates, news, events, course pages), keeping information accurate and current.
6. Support creation of platform-specific content to align with organisational marketing objectives, particularly across digital and print.
7. Assist in writing and adapting copy for different audiences and channels in line with NSCD's brand guidelines and tone of voice.
8. Support liaison with third-party suppliers including photographers, videographers and printers.
9. Communicate effectively and collaborate with wider Marketing team members.
10. Fulfil general administrative support to the Marketing Team as required along with any other relevant duties.
11. Assist with preparation of alumni case studies for promotional/marketing purposes.

GENERAL DUTIES

- Undertake all necessary staff development and training.
- To follow the School's Code of Practice in such matters as Health and Safety, Equal Opportunities and Safeguarding.
- To follow all agreed Quality Assurance Systems within the School.
- Uphold NSCD's commitment to EEDI and Access & Participation policies.
- To undertake any other related duties as and when required by the Head of Marketing & Communications.

Person Specification – Marketing & Graphic Design Assistant

The person specification describes the skills, experience, knowledge and aptitude required to perform the duties of this post effectively. The criteria order listed should not be taken to imply their relative importance. Paid and unpaid experience may both be relevant.

Education/Qualifications	<ul style="list-style-type: none"> • Educated to degree level or qualified by experience in graphic design or a related marketing field.
Experience/Knowledge	<ul style="list-style-type: none"> • Relevant experience of working in a similar marketing/ graphic design role or as creative support. • Strong and creative portfolio demonstrating design skills. • Experience of administrative duties. • Experience of working on integrated marketing campaigns.
Skills/Abilities	<ul style="list-style-type: none"> • Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator). • Demonstrably strong editorial print and/ or digital design projects in portfolio and ability to work to tight deadlines. • Strong knowledge of typography, layout and how to use brand guidelines/ style guides. • Experience with other Microsoft Office applications such as Outlook, Word, PowerPoint for professional usage. • Strong verbal and written communications, attention to detail, and ability to manage multiple priorities. • Ability to take briefs and follow creative direction. • Comfortable working on digital, social, and basic print assets. • Experience in motion graphics and animation is a plus. • A passion for Dance and Education is desirable.
Personal Attributes	<ul style="list-style-type: none"> • Team player with a supportive attitude. • Excellent interpersonal and communication skills. • Positive mindset to continuous improvement and change. • Commitment to being part of a small, successful and dedicated team. • Willingness to learn from senior marketing team members and take feedback. • Curious about marketing, design, content creation and visual trends.
Safeguarding	<ul style="list-style-type: none"> • Have proven knowledge, skills, experience and qualifications, and any other requirements needed to perform the role in relation to working with students and vulnerable adults,

TERMS AND CONDITIONS

Full terms and conditions of employment will be supplied to the successful candidate, but in brief these are:

Place of employment:	NSCD, 98 Chapeltown Road, Leeds LS7 4BH
Hours of work:	18.5 hours per week (0.5 FTE), 2.5 days per week, on-site working pattern to be agreed
Remuneration:	£24,999 pro rata per annum (actual £12,499)
Contract:	12 months fixed term in the first instance
Probation:	3 months
Leave entitlement:	25 days pro rata (15 days actual) plus 8 bank holidays pro rata (4.8 actual) and up to 3 discretionary days between Christmas and New Year
Period of notice:	One month on either side
Pension:	Local Government Pension Scheme available (West Yorkshire Pension Scheme)
Other Benefits:	Staff training and development opportunities, Free or reduced-price tickets for Riley Theatre schools' performances

Equal Opportunities

The School is committed to providing non-discriminatory and harassment-free working environment for our employees. All School employees are expected to have due regard for those policies when carrying out their duties.

Equality, Diversity and Inclusion

NSCD believes that diversity and a diverse workforce is critical to its future development. As an equal opportunities employer we actively encourage interest from suitably qualified and eligible candidates regardless of sex, age, race, cultural background, disability, sexual orientation, gender identity, religion or belief.

Safeguarding

NSCD follows Safeguarding provision and all staff require a full DBS check. NSCD is committed to safeguarding and promoting the welfare of students and vulnerable adults and expects all staff and volunteers to share in this commitment.

Health and Safety

All employees will maintain a positive attitude to Health and Safety in carrying out personal responsibilities and co-operate with Health and Safety policy/local rules/codes of practice relating to Health and Safety.

Environment & Sustainability

Northern School of Contemporary Dance recognises and is aware of its Social, Economic and Environmental responsibilities. The post holder is required to minimise environmental impact in the performance of the role and actively contribute to the delivery of NSCD's Environment and Sustainability Policy.

At NSCD, we strive to create an environment where all students, staff and visitors feel welcome, valued and empowered to succeed.

April 2026