

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

WEBSITE MANAGER

PERMANENT, FULL-TIME

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Conservatoire of Music and Dance

WEBSITE MANAGER

Contract: PERMANENT, FULL-TIME

Salary: £30,500 to £36,602 p.a. (Including LWA of £3,785)

Trinity Laban Conservatoire of Music and Dance is a forward thinking, contemporary and world-class Higher Education Institution with a vision to redefine the conservatoire for the 21st century. At the leading edge of music and dance training, it provides specialist education of the highest quality, which reflects the increasingly collaborative world of artistic practice and supports the lifelong career development of students and professional performing artists.

The Website Manager is an essential part of the Marketing and Communications team, working to ensure that the website is used as a valuable and effective tool for building the brand profile and reputation of Trinity Laban. It is the role of the Website Manager to keep the website working in line with best practice both for users and the delivery of high quality information, as well as to ensure compliance with a number of quality assurance and legal frameworks.

You will be an experienced web editor with significant experience of working with websites and project management. You'll have excellent communication and IT skills, and a proven capability to work under pressure. Experience of music/contemporary dance/higher education would be helpful. You will be a motivated, committed and reliable team worker who can also take initiative and work independently when needed.

As an equal opportunities employer we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

If you think this might be just the job for you, please register an account with our eRecruitment system (or login if you have an account) and complete an online application form using the following link <https://jobs.trinitylaban.ac.uk/>

Closing Date: Sunday 27 October 2019 19 at 23:59 hours BST (No Agencies)

Interview Date: Friday 8 November 2019

For any queries about this position that are not covered in the job pack, please email staffrecruitment@trinitylaban.ac.uk or contact Katerina Filosofopoulou, People Services and Resourcing Officer on 0208 305 9476.

All of our taught programmes are validated by Trinity Laban Conservatoire of Music and Dance. Research degrees are validated by City University, London.

Trinity Laban Conservatoire of Music and Dance is a company limited by guarantee registered in England and Wales Company No. 51090. Registered Charity No. 309998.

JOB DESCRIPTION

Post:	Website Manager
Department:	Marketing and Communications
Reporting to:	Head of Marketing and Communications
Grade:	Grade 6
Contract:	Permanent, Full-time

PURPOSE OF ROLE

- To work closely with the Head of Marketing and Communications to oversee and contribute to the creation and distribution of original, dynamic website content from internal and external partners and suppliers to bring to life the creative, academic and artistic achievements of Trinity Laban
- To lead and project manage all new website development and innovation
- To oversee and ensure the use of superior website, SEO and analytic skills to drive key aspects of Trinity Laban's business performance.
- To oversee the gathering and organization of all formal data and corporate information to be published across the family of Trinity Laban websites, to ensure they are and remain fully compliant with all the statutory requirements of a higher education institution giving due consideration to accessibility and usability requirements.
- To coordinate the security and maintenance of Trinity Laban's websites

Main duties

1. To develop excellent relationships with content editors from across Trinity Laban to ensure website is constantly refreshed, up-to-date and compliant.
2. To regularly update and train Trinity Laban's content editors on the CMS (currently Drupal) empowering them to add and update information in their designated areas while managing a calendar and processes for reviewing and updating information published on all Trinity Laban websites.
3. To take responsibility for delivering or overseeing the design and update of web pages, including graphics, animation and functionality.
4. To assist the head of Marketing and Communications in the planning of overall organisational strategy regarding web development, UX and SEO.
5. To contribute ideas and initiatives for web that support and enhance the objectives and strategies of the Marketing and Communications team.
6. To understand and manage the alignment of Trinity Laban websites to developments

including automated box office ticketing, online sales and CRM.

7. To analyse and present web statistics and analytics that measure and evaluate the behaviour of users/customers in order to inform and influence future development.
8. To oversee the review of the websites of Trinity Laban's competitors and peer group in the creative arts and education sectors.
9. To work with external developers to improve and develop website features and functionalities.
10. To support the Head of Marketing and Communications in the selection and tender process for identifying a long-term external development partner.
11. To work collaboratively with departments across Trinity Laban, such as Development, Registry and IT, to ensure that the websites are valuable to their needs and integrate positive user experience for a range of stakeholders.
12. To ensure that the website complies with accessibility regulations and that website content meets WCAG 2.1 standards by September 2020.
13. To keep up to date with software developments and new applications of digital technologies and strategies.
14. To anticipate possible future applications of web technologies, such as eLearning, that could be built into today's web design.

Other

- Carry out any other duties that may be reasonably required by the Head of Marketing and Communications

THE POST HOLDER MUST:

- At all times be committed to Trinity Laban's Equality and Diversity Policy.
- Adhere to all policies and procedures relating to Health and Safety in the workplace.
- Promote the profile and image of the Department and the Conservatoire wherever possible.

CONSERVATOIRE VALUES:

- All staff are expected to operate in line with Trinity Laban's Terms and Conditions for staff, which set out the principles of how we work together. More information about the Conservatoire's vision, mission and values is available at:
<https://www.trinitylaban.ac.uk/about-us/governance/our-vision>

Trinity Laban has a no smoking policy on its premises.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

WEBSITE MANAGER PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/ Qualifications	Good academic record up to completed first degree or equivalent relevant experience.	Essential	Application
	Appropriate professional qualifications/training	Desirable	Application
Experience			
Experience	Managing a website and working with a CMS	Essential	Application/Interview
	Website development	Essential	Presentation/Interview
	Writing for websites	Essential	Application/Interview
	Editing and proofreading text	Essential	Application/Interview
	Managing Complex Projects	Essential	Presentation/Interview
	Maintaining intranet channels	Essential	Interview
	Budget Management	Desirable	Interview
	Working in music, contemporary dance or Higher Education	Desirable	Application/Interview
Knowledge or Understanding			
Knowledge or Understanding	Demonstrable knowledge of SEO	Essential	Application/Interview
	Good knowledge of web accessibility	Essential	Interview
	Good knowledge of web analytics and tracking software eg. Google Analytics/Tag Manager	Essential	Application/Interview
	Good knowledge of UX and web usability testing	Essential	Presentation/Interview
	Good knowledge of CMS including Drupal and/or Wordpress and/or Sharepoint applications	Desirable	Application/Interview
	Strong knowledge of X/HTML, CSS and client-side technologies	Desirable	Application/Interview
	Web design experience/training	Desirable	Application/Interview
Skills and Abilities			
Skills and Abilities	Excellent written English language and proofreading skills	Essential	Application
	Documentation skills and disciplines	Essential	Interview
Personal Qualities			
Personal Qualities	Excellent interpersonal and communication skills	Essential	Presentation/Interview
	Ability to prioritise a demanding workload and meet strict deadlines	Essential	Interview
	Good planning, organisational and time management skills	Essential	Interview
	Scrupulous attention to detail	Essential	Interview

	Team player with an ability to build good working relationships	Essential	Interview
	A proactive and flexible approach to work	Essential	Interview
	Ability to work both independently and as part of a team	Essential	Interview

Applicants must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.

CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

Contract:	Permanent, full-time subject to a 6 month probationary period.
Hours:	35 hours per week, usually from 9.00 am to 5.00 pm Monday to Friday, (with a daily lunch break of one hour). Some evening and weekend working will be required during busy periods, for which time off in lieu will be given.
Location:	You will be based at the Faculty of Music (King Charles Court, Old Royal Naval college but may also be required to work at the Faculty of Dance (Laban building, Creekside).
Salary:	Trinity Laban Staff Salary Scale, Grade 6, Incremental Points 22 - 29, £30,500 - £36,602 p.a., inclusive of a London Weighting Allowance of £3,785 p.a. Salaries are paid on the last working day of each month direct into bank.
Holidays:	25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.
Sick Pay:	Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible for benefits in excess of this under Trinity Laban's own sick pay scheme.
Pension Scheme:	The successful candidate will be auto-enrolled into the Universities Superannuation Scheme. Employees contribute at the rate of 9.6% of their pensionable salary (from 1 October 2019). The Conservatoire pays the Employer's contribution currently at the rate of 21.1% of pensionable salary (from 1 October 2019).
Staff Development:	A range of Staff Development opportunities are available.
Library:	The Laban Library & Archive (Faculty of Dance) and the Jerwood Library of the Performing Arts (Faculty of Music) are available for use.
Car Parking:	A limited number of parking spaces are available at the Laban Building, subject to availability.
Cycle to Work:	A cycle to work scheme is operated.
Give as you earn	A give as you earn scheme is operated.
Cafeteria:	Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.
Events:	There is a wide range of music and dance performances each week, many of which are free to members of staff.
Classes:	Reduced rates access to Adult Classes.
Eye Care & Health:	Vouchers for eye tests are available for VDU users. Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department

INFORMATION ON TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

Trinity Laban Conservatoire of Music and Dance is the UK's only conservatoire of music and contemporary dance. The unequalled expertise and experience of its staff, and its world class facilities housed in landmark buildings, put Trinity Laban at the forefront of vocational training in music, musical theatre, and dance.

Our history goes back to 1872 with the founding of Trinity College of Music in London. Trinity College of Music merged with Laban (founded in 1946) in 2005 to create Trinity Laban, now home to a creative and cosmopolitan community of students, teachers and researchers from around the globe.

We have a reputation for innovation and forward-thinking, and are focused on training students for life-long careers in our art forms. Each year we welcome over 1,000 students from over 60 countries to follow undergraduate, postgraduate and research programmes. Thousands more people enjoy music, dance and health activities as part of our lively performance and outreach programmes.

Our unrivalled roster of teaching staff includes respected academics, performers, composers and choreographers. Many of them are active researchers who push at the boundaries of their art forms, and extend our understanding of artistic and educational practice. We also welcome leading visiting artists, ensembles and companies from around the world, so our students benefit from working directly with today's top performers.

We work together in a number of outstanding locations, including the 17th-century Old Royal Naval College at Greenwich (a World Heritage Site), the Stirling Prize-winning Laban Building in Deptford, and the magnificent Grade II listed Blackheath Halls. Our world-class facilities include state-of-the-art practice rooms and dance studios, flexible performance spaces and internationally famous libraries. Students also have access to the cultural wealth of London, and regularly perform at its leading venues.

To find out more, visit trinitylaban.ac.uk