

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

COMMUNICATIONS OFFICER

FULL- TIME, PERMANENT

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COMMUNICATIONS OFFICER

Contract: Permanent, Full-time

Salary: £23,934- £26,096 p.a. (Including LWA)

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 Communications Officer works within the busy Brand and Communications team. The team's remit is to support Trinity Laban by strategically raising the profile and reputation of the TL brand and activities and supporting the recruitment of students to programmes. The post-holder will coordinate web and media content, including running social media accounts and digital projects. They will form an integral part of the planning and delivery of content, producing work that ensures TL is speaking to its target markets with precision and creativity, and support the Communications Manager in delivering compelling storytelling that communicates TL's brand values. In addition, they will be responsible for tracking, measuring and reporting to inform future planning.

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

Please note all applications submitted will be shortlisted anonymously by our recruiting panel, so please ensure that your name and personal details are not included to the supporting statement, otherwise we will not be able to consider your application.

Closing Date: Sunday 17 October, 23:59 hours BST (No Agencies)

Interview Date: Monday 25 or Tuesday 26 October 2021

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

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

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| Post: | Communications Officer |
| Department: | Brand and Communications |
| Reporting to: | Communications Manager |
| Grade: | Grade 4 |
| Contract: | Full-time, permanent |

PURPOSE OF ROLE

- To support the Brand and Communications team in raising the brand profile and reputation of Trinity Laban Conservatoire of Music and Dance
- To work closely across Brand and Communications and the wider Corporate Affairs team to identify, plan and deliver coherent and strategic social media and digital campaigns across a number of projects and to support the recruitment of students
- To support the Communications Manager with the planning and delivery of internal and external communications campaigns
- To create campaign reports and contribute to tracking and measuring of team impact
- To work with stakeholders across Corporate Affairs to deliver digital projects including filming of TL events and activities

MAIN DUTIES

External Communications

1. Day-to-day web editing and support, including copy-editing text, basic editing and uploading images, videos and other media content, editing page layouts and features in our Content Management System, and making sure that content is of good quality and well-presented across our websites.
2. Support the Communications Manager on the delivery of communications campaigns to attract new students and audiences to Trinity Laban, including the planning and production of email communications
3. Upload multimedia content to the website, social media sites and video hosting sites such as YouTube, ensuring that such content is appropriately presented and labelled.
4. Understand and implement accessibility and usability requirements.

5. Monitor TL's media presence and press coverage, including press clippings and weekly reporting

Internal Communications

1. Work with the Communications Manager to capture and deliver key success stories and useful information for internal newsletters
2. Support the Communications Manager and other internal stakeholders to deliver and measure internal communications campaigns
3. Develop good relationships with stakeholders throughout the Conservatoire to ensure that activities and programmes are folded into the Brand and Communications team's output.

Social Media

1. Co-ordinate the TL content schedule, ensuring multiple priorities are managed
2. Manage the delivery and capture of social media content across platforms, seeking out opportunities to showcase the breadth of TL's work
3. Work collaboratively with key colleagues in the Brand and Communications team to grow TL's reach and engagement across all channels via paid and organic material
4. Identify trends and platforms that could provide opportunities for TL to engage with key markets
5. Create comprehensive social media reports to inform future planning
6. Stay up-to-date with best practice in Social Media
7. Monitor social media inboxes

Digital Projects

1. Work with colleagues across Brand and Communications to project manage the production of video content, including premiering online events and livestreaming
2. Work with colleagues to occasionally conduct interviews and/or be a part of film projects
3. Support colleagues in the design and delivery of email campaigns
4. Identify new digital opportunities to maximise the reach of TL's work in the UK and abroad

OTHER

- Build excellent working relationships across Trinity Laban
- Undertake additional duties from across Brand and Communications as reasonably necessary
- Undertake flexible evening and weekend working as required

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.

COMMUNICATIONS OFFICER PERSON SPECIFICATION

| Criteria | Specification | E/D | Measured By |
|---------------------------------------|--|-----------|---------------------------|
| Education/ Qualifications | Educated to degree level or equivalent, or possessing appropriate professional/post-experience qualifications | Essential | Application |
| Experience | Experience of working in a digital and/or communications environment, and using social media in a professional setting | Essential | Application/Interview |
| | Experience of using a website CMS, ideally Wordpress, and email client | Desirable | Application and interview |
| Knowledge or Understanding | High level of knowledge of and keen interest in contemporary dance and/or classical music | Essential | Application/Interview |
| | Keen interest in and knowledge of the media | Desirable | Application/Interview |
| Skills and Abilities | Strong attention to detail with a high level of accuracy | Essential | Application and Interview |
| | Strong planning and organisational skills including the ability to prioritise a busy workload, and work under pressure to meet deadlines | Essential | Application and Interview |
| | Excellent verbal and written communication skills | Essential | Application and Interview |
| | Ability to think analytically and use data to inform decision making | Essential | Application and interview |
| | Strong working knowledge of social media platforms, including scheduling platforms | Essential | Application and interview |
| | Experience of producing and/or editing video content in a professional context | Desirable | Application and interview |

Please note that it will not be possible for the Conservatoire to issue a Certificate of Sponsorship for successful candidates as we are awaiting further information from UK Visas and Immigration. Applicants will therefore need to be eligible to work in the UK or have limited leave to remain in the UK and associated right to work for the duration of their employment with the Conservatoire, in accordance with the Immigration, Asylum and Nationality Act 2006.

CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

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| Contract: | 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 4, Incremental Points 11 - 15, £23,934- £26,096 p.a., inclusive of a London Weighting Allowance of £3,842p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts. |
| 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, if they meet the qualifying criteria. 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. |
| 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. |
| 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: | Vouchers for eye tests are available for VDU users. |
| Health: | Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department. |

Cycle to Work: A cycle to work scheme is operated.

Give as you earn: A give as you earn scheme is operated.

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