

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS OFFICER

(Full-time, Permanent)

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STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS OFFICER

Contract: Full-time, Permanent

Salary: £26,689- £30,183 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 main remit of the post is to promote the Conservatoire's suite of Higher Education programmes, and to ensure the successful recruitment of students from the UK to add to an already diverse and talented student body, across music and dance. You will also support work in other overseas markets across the world as required.

The post holder will further develop mutually beneficial relationships with schools and partners, whilst developing new contacts for Trinity Laban. You will identify and leverage promotional opportunities across target markets, attending targeted educational events, and hold presentations with schools and recruitment fairs. You will work closely with colleagues in Learning and Participation, Registry and Alumni Relations, to ensure that Trinity Laban recruits suitable students from diverse backgrounds, to meet our programme and instrument needs.

Educated to degree level, you will have a minimum of one year's experience of a role in higher education or arts administration which might include part time work or internships. You will have a basic understanding of educational recruitment practices and marketing and communications skills, including use of social media. Experience and knowledge of music and/or dance and/or working in an HE environment would be desirable, alongside the ability to represent the Conservatoire internally and externally.

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/>

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 your supporting document, otherwise we will not be able to consider your application.

Closing Date: 23:59 hours BST, 3 July 2022 (No Agencies)

Interview Date: 12 July 2022

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

Post:	Student Recruitment and International Relations Officer
Department:	Student Recruitment
Responsible to:	Head of Student Recruitment
Salary Grade:	5
Contract:	Full-time, Permanent

WORKING ENVIRONMENT

The post holder will be expected to work closely with the Head of Student Recruitment and International Relations to build effective working relationships with Registry, the faculties and other administrative departments across the Conservatoire. This is to ensure that activities delivered by these departments in relation to enquiries, open days, auditions, admissions and student services, are streamlined with and integrated into recruitment activity.

The role requires a motivated individual with some experience in recruitment and marketing, preferably in a Higher Education (HE) and/or arts context.

PURPOSE OF ROLE & MAIN DUTIES

- Under the guidance of the Head of Student Recruitment and International Relations take the lead on the delivery of strategic marketing plans in the UK order to maximise high quality student intake for all programmes offered by Trinity Laban while maintaining a diverse applicant pool.
- To contribute to the development and delivery of The UK strategic marketing plans.
- To be responsible for devising and implementing UK activity, including large-scale on-campus and virtual events.
- To maximise high quality student intake for all programmes offered by Trinity Laban.
- To expand and enhance student recruitment effectiveness in the UK by developing market intelligence, marketing collateral, direct recruitment, school liaison and institutional engagement.
- To identify, develop and nurture strategic institutional partnerships with schools and colleges in the UK to support student recruitment and the wider institutional goals.
- To research, implement, monitor and evaluate relevant strategies for student recruitment and conversion, to ensure maximum return on investment from recruitment activities.
- To work with Academic Departments and the Learning and Participation Teams to develop schemes to encourage applications and enrolments for students from underrepresented groups, or shortage instruments.
- To work with the Alumni Relations team and faculty staff to develop relationships with alumni and other contacts who can support the work of Trinity Laban in the UK and overseas.

- Working alongside the Alumni & Communications Manager, to support the delivery of the Alumni Ambassador Scheme.
- To lead the SRIR input into the conversion campaigns, in conjunction with the marketing team.

RECRUITMENT AND MARKETING

1. Under the direction of the Head of SRIR, be responsible for the delivery of the 3 Year UK Student Recruitment Strategies.
2. Monitor and evaluate the effectiveness of recruitment activity using qualitative and quantitative data and use this to inform development of strategy.
3. Attend and represent Trinity Laban at appropriate recruitment events, including UCAS fairs, visits to schools and colleges, and work with music and dance organisations in the UK and other markets as required.
4. Seek out and organise opportunities to deliver workshops, masterclasses and other practical music, dance and musical theatre related activity and key feeder institutions in the UK and overseas, working with appropriate faculty colleagues.
5. Be a first point of contact for students, their parents and other enquirers in assigned markets providing an excellent level of customer service
6. Support the organisation and management of auditions, ensuring effective marketing, a positive on the day experience and appropriate follow up to maximise applications and conversion.
7. Work with the Brand & Communications Department to develop targeted promotional materials, web-based resources and social media campaigns to support recruitment activities, and ensure website content is accurate and up to date for prospective students from all markets.
8. Support the management of internal visits from delegations of staff or students from international partners or embassies.
9. Support the UK and international recruitment function with the administration of visits, booking travel for departmental colleagues and the production and distribution of marketing materials as needed.
10. Contribute to the development of the CRM to ensure robust collation of recruitment data and high levels of customer satisfaction.

RELATIONSHIPS

1. Support the Head of SRIR to identify, develop and manage successful relationships with a wide range of external stakeholders in assigned markets, including schools and partner institutions, agents, embassies and sponsors, the British Council and other organisations, providing marketing support and effective training as required.
2. Work in collaboration with Learning and Participation to support applications from underrepresented groups, in line with our access agreement and the Creative Case for Diversity.
3. Develop strong internal relationships with Registry, Student Services, Brand and Communications and Faculty staff to effectively carry out recruitment activity.

MANAGEMENT RESPONSIBILITY

1. Take responsibility for ensuring recruitment activity in assigned markets is delivered on time and in budget.
2. Oversee and manage the Student Ambassador Scheme.
3. Produce management reports and presentations on recruitment activities as required.

OTHER

- Undertake such other reasonable responsibilities and tasks which may, from time to time, be assigned by the Head of Student Recruitment.
- Be prepared to work outside normal working hours, including evening/weekend work and extended travel.
- The post holder must be able and prepared to undertake regular travel throughout the UK, as well as occasional travel to other international markets where 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, the Faculty of Music's portfolio of programme offerings 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:
http://www.trinitylaban.ac.uk/sites/default/files/strategic_plan_14_final_hi.pdf

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. Market assignments are flexible and may be changed based on experience and institutional need. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS OFFICER PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/Qualifications	A first degree and / or relevant experience	Essential	Application
	A good knowledge of market research techniques and customer relationship marketing and its application to Student Recruitment	Essential	Application
	A professional qualification in marketing	Desirable	Application
Experience	Experience within the higher education environment, including experience of UK recruitment	Essential	Application/Presentation/Interview
	Experience and knowledge of music and/or dance	Desirable	Application
	Experience of using Social Media marketing	Desirable	Interview
Knowledge or Understanding	An understanding of, and commitment to, Equal Opportunities	Essential	Interview
Skills and Abilities	Strong project and event management skills	Essential	Application/Interview
	An ability to communicate with people from different cultures and backgrounds	Essential	Interview
	Excellent interpersonal and internal/external relationship building skills	Essential	Interview
	A self-starter able to prioritise, meet deadlines and deliver multiple and simultaneous projects	Essential	Application/Interview
	Excellent oral and written communication skills	Essential	Application/Presentation
	The ability to integrate student recruitment activity across all relevant departments and stages of the student experience	Essential	Presentation/Interview
	Excellent IT skills including ability to use all standard Office packages	Essential	Application
Personal Qualities	Interest in the creative performing arts, particularly music, musical theatre and contemporary dance	Desirable	Application
	The ability to think creatively and strategically, using initiative to develop new approaches to recruitment challenges	Essential	Presentation/Interview
Special Working Requirements	Be prepared to work outside normal working hours, including evening/weekend work and extended travel.	Essential	Interview
	The post holder must be able and prepared to undertake regular travel throughout the UK and overseas	Essential	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

Contract:	Permanent, full-time, subject to a six-month probationary period
Hours:	35 hours per week, with regular out of hours working 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). At present this role is being undertaken partially from home with an expectation of a minimum of two days in the office and additional days as the role requires. As such post holders should be prepared to live within reasonable commuting distance.
Salary Scale:	Trinity Laban Staff Salary Scale, Grade 5, Incremental Points 16 – 21, £26,689- £30,183 p.a., inclusive of a London Weighting Allowance of £3,842 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.
Annual Leave:	25 days p.a. in addition to Statutory, Bank and Public Holidays.
Pension Scheme:	The successful candidate, upon completion of their probationary period, will be eligible to join the Universities Superannuation Scheme. Employees contribute at the rate of 9.6% of their pensionable salary. The Conservatoire pays the Employers contribution currently at the rate of 21.1% of pensionable salary.
Staff	
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.
Staff Development:	A range of Staff Development opportunities are available.
Car Parking:	A limited number of parking spaces are available at both sites, subject to availability.
Cafeterias:	Our Cafeterias on both sites serve a range of hot and cold meals plus drinks and snacks.
Events:	There are 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.

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