

# TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

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## Marketing Officer

Full-Time, Permanent

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## MARKETING OFFICER

**Contract: Full-time, permanent**

**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 21<sup>st</sup> century. At the leading edge of music and dance training, we provide 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.

Our award-winning Brand and Communications team raises the profile of all the work we do at Trinity Laban. We work alongside our Student Recruitment team to attract students to our Higher Education programmes, at undergraduate and postgraduate level. We bring in audiences for our 400+ music and dance events each year in person and online, create rich and compelling digital content, and develop campaigns that give voice to our community. We work closely with colleagues to promote our summer schools, programmes for children and young people, evening classes for adults and community projects.

We're looking for a Marketing Officer to implement marketing activity in these areas. You'll work as part of our Brand and Communications team, contributing to the delivery of our Strategic Plan. You'll liaise with both our Music and Dance faculties, full of passionate, hard-working and talented teachers, academics and administrators.

We're looking for a creative, collaborative person with marketing experience and an excellent knowledge of either higher education or the arts. You'll need up-to-date marketing skills and knowledge, including experience of digital marketing. You'll also need excellent communication and organisational abilities, and relevant IT skills. You'll be a motivated, thoroughly committed and reliable team worker, who will rise to the challenge of working under pressure. There's a huge amount of activity to cover, so this is a demanding and thrilling role.

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 within your written answers, otherwise we will not be able to consider your application.**

If you think this might be just the job for you, please register an account with our recruitment 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 10 July 2022, at 23:59 hours BST (No Agencies)**

**Interview Dates: 1st interview: w/c 18 July 2022 and 2nd interview: 27 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](mailto: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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<b>Post:</b>	Marketing Officer
<b>Department:</b>	Brand & Communications
<b>Reporting to:</b>	Senior Marketing Manager
<b>Grade:</b>	4

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## PURPOSE OF THE POST

- To contribute to the Brand & Communications team in raising the brand profile and reputation of Trinity Laban Conservatoire of Music and Dance.
- To deliver marketing campaign activity for Trinity Laban, including student recruitment, the performance programmes and public engagement programmes for the Faculty of Music and the Faculty of Dance. These include: Undergraduate and Postgraduate programmes, music, musical theatre and dance performances, research events, short courses, youth programmes and summer schools.
- To monitor and evaluate marketing campaigns to ensure targets are met to support the aims of Trinity Laban's Strategic Plan

## MAIN RESPONSIBILITIES

1. Implement Trinity Laban's Brand and Communications Strategy, delivering exceptional marketing support for the wide range of activities that Trinity Laban undertakes
2. Deliver marketing campaigns to promote specific courses, events and strands of activity
3. Support the Senior Marketing Manager in gathering information and resources on Trinity Laban programmes and activities from colleagues across the organisation
4. Deliver social and digital media plans, storyboards and content, including creating and commissioning video and photography, writing copy and scheduling posts across our social media channels
5. Collaborate with the Student Recruitment team to make sure that activity is aligned across both departments and to support the programme of recruitment activity on and offline
6. Write persuasive copy that will encourage attenders of Trinity Laban courses and events and build event listings on Spektrix database to generate website listings and box office
7. Deliver e-marketing activity including producing e-flyers and tracking and monitoring campaign results.

8. Coordinate the production of marketing print for projects where required
9. Report on campaign activity and ROI on projects
10. Upload information to Trinity Laban's website and to third party online listings
11. Coordinate with partner organisations on reciprocal marketing activity
12. Administer and maintain marketing database contacts and mailing lists and report on marketing analytics as agreed
13. Undertake administration as directed, including answering public enquiries and responding to direct messages
14. Undertake any other Marketing and Communications tasks as directed

### **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.*

## MARKETING OFFICER

### PERSON SPECIFICATION

Criteria	Specification	Essential/ Desirable	Measured By
<b>Education/ Qualifications</b>	Educated or trained to degree-level or equivalent or possessing appropriate professional/post-experience qualifications	Essential	Application
	A professional marketing qualification	Desirable	Application
<b>Experience</b>			
	Experience of working in a professional Marketing and/or Communications environment, gained from a range of possible areas for at least one year	Essential	Application and Interview
	Experience of carrying out marketing tasks such as: writing copy, creating event listings, creating digital media, uploading information to a website, creating posters / flyers / e-flyers /social content	Essential	Application and Interview
	Experience of working in a performing arts environment	Desirable	Application and Interview
	Experience of working in an educational environment	Desirable	Application and Interview
<b>Skills and Abilities</b>			
	A strong attention to detail (a high level of accuracy)	Essential	Application and Test
	Strong planning and organisational skills, including the ability to prioritise a busy workload	Essential	Application and Interview
	Excellent verbal and written communication skills	Essential	Interview
	Ability to work using own initiative	Essential	Application and Interview
	Strong interpersonal and team working skills, and an approachable and professional manner	Essential	Interview
	Able to work efficiently and effectively under pressure to meet deadlines	Essential	Interview
	Good MS Office skills, experience in social scheduling tools and web CMS	Essential	Interview
<b>Personal Qualities</b>			
	A commitment to the principles of equal opportunities and diversity and the application of these throughout all activities	Essential	Interview
	Ability to adapt quickly to changing priorities and High levels of personal commitment	Essential	Interview
	Ability to maintain confidentiality and handle sensitive information	Essential	Interview

	appropriately		
<b>Special Working Requirements</b>	Flexible working will be required to attend occasional evening and weekend performances and events	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

<b>Contract:</b>	Full-Time, permanent subject to a 6-month probationary period.
<b>Hours:</b>	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.
<b>Location:</b>	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). Hybrid working arrangements available.
<b>Salary:</b>	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.
<b>Holidays:</b>	25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.
<b>Sick Pay:</b>	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.
<b>Pension Scheme:</b>	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.
<b>Staff Development:</b>	A range of Staff Development opportunities are available.
<b>Library:</b>	The Laban Library & Archive (Faculty of Dance) and the Jerwood Library of the Performing Arts (Faculty of Music) are available for use.
<b>Car Parking:</b>	A limited number of parking spaces are available at the Laban Building, subject to availability.
<b>Events:</b>	There is a wide range of music and dance performances each week, many of which are free to members of staff.
<b>Classes:</b>	Reduced rates access to Adult Classes.
<b>Eye Care:</b>	Vouchers for eye tests are available for VDU users.
<b>Health:</b>	Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.
<b>Cycle to Work:</b>	A cycle to work scheme is operated.
<b>Give as you earn:</b>	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 17<sup>th</sup>-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](http://trinitylaban.ac.uk)