

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

INTERIM COMMUNICATIONS MANAGER

(Full-time, Fixed term)

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Conservatoire of Music and Dance

INTERIM COMMUNICATIONS MANAGER

Contract: Full Time, Fixed Term

Salary: £31886 to £38265 p.a. (Including London Weighting Allowance)

Trinity Laban Conservatoire of Music and Dance is an institution of international standing that combines and integrates elite education of professional dance, music and musical theatre artists; leading research and creative practice; a professional performance programme showcasing established and emerging talents; and a prominent role in facilitating public participation in our art forms from early years to retirement. Trinity Laban has remained constant to its founding vision of a contemporary, progressive and accessible 'Conservatoire for the 21st Century' – the natural home for those who are motivated by excellence, inclusion and innovation in our art forms.

The Communications Manager is a new role 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 our programmes. The post-holder will lead on driving strategic communications campaigns aimed at recruiting students to degree programmes, and on internal and external communications campaigns to raise the profile of Trinity Laban. They will form an integral part of the planning and delivery of digital and printed content, producing work that ensures Trinity Laban is speaking to its target markets with precision and creativity. In addition, they will be responsible for tracking, measuring and reporting to inform future planning, and for the line management of the Communications and Content Officer.

As an equal opportunity 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.

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

For any queries about this role that are not covered in the job pack, please email Katerina Filosofopoulou, our Talent Resourcing and Organisational Development Officer on staffrecruitment@trinitylaban.ac.uk.

Closing Date: Wednesday 30 November 2022, at 23:59 hours BST

Interview Date: Friday 09 December 2022

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:	Interim Communications Manager
Department:	Brand and Communications
Reporting to:	Head of Brand and Communications
Responsible for:	Communications Officer
Works closely with:	Senior Marketing Manager Head of Student Recruitment and International Relations Alumni Relations Manager Graphic Design
Grade:	6
Contract:	Full time, Permanent

PURPOSE OF ROLE

- With the Head of Brand and Communications, to lead the planning and delivery of internal and external communications campaigns aimed at raising the brand profile and reputation of Trinity Laban Conservatoire of Music and Dance, and supporting the wider Corporate Affairs directorate to maximise income for Trinity Laban.
- To work closely across Brand and Communications and the wider Corporate Affairs team to identify, plan and deliver coherent and strategic print and digital communications campaigns to directly influence and support the recruitment of UK and international students
- With the Head of Brand and Communications, to oversee the Trinity Laban website, making regular updates to content and user experience, and communicating internally with contributors across teams
- To lead on a communications campaign to ensure conversion of offer-holders to students
- To oversee the production of news stories and releases to print and broadcast media
- To oversee the tracking, measuring and reporting on communications campaigns and activities
- To work with stakeholders across Corporate Affairs to design and deliver digital content projects
- Line Management of the Communications and Content Officer

MAIN DUTIES

External Communications

1. Design and delivery of communications campaigns to attract new students and audiences to Trinity Laban, in the UK and abroad, including the project management and production of segmented email bulletins/newsletters, website/digital content and major printed materials
2. Design and delivery of communications campaigns to convert UK and International offer-holders to become students at Trinity Laban
3. To oversee the production of news stories and releases for print and broadcast media
4. Lead content producer for the Trinity Laban website, managing communications with website contributors across the institution and working with the Head of Brand and Communications to design and implement user experience updates
5. Understand and implement accessibility and usability requirements, as well as Competition and Markets Authority legislation
6. Work closely with the Senior Marketing Manager to integrate priorities across a number of shared campaigns and projects

Internal Communications

1. To lead on the production of key internal communications channels
2. Work closely with the Head of Brand and Communications 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
4. Work closely with and deputise for the Head of Brand and Communications in times of emergency or crisis communications

General

1. With the Senior Marketing Manager, to oversee TL content schedule, ensuring multiple priorities are managed across the team
2. To oversee and support the Communications and Content Officer with the delivery and capture of social media content across platforms, seeking out opportunities to showcase the breadth of TL's work in the UK and abroad
3. Work with colleagues across Brand and Communications and Corporate Affairs to project manage the commission and production of video content, including premiering online events and livestreaming
4. Work with key colleagues in the Brand and Communications team and Corporate Affairs to grow TL's reach and engagement across all channels via paid and organic digital material

5. Identify trends, partnerships and platforms that could provide opportunities for TL to engage with key markets in the UK and abroad
6. Stay up-to-date with best practice in Digital communications, copywriting and proofreading, and engaging TL's core target markets in the UK and internationally

OTHER

- Line management of Communications and Content Officer
- Build excellent working relationships across Trinity Laban
- Undertake additional duties from across Brand and Communications and deputise for the Head of Brand and Communications as reasonably necessary
- Act as a brand guardian, ensuring compliance with TL brand guidelines across the institution
- Ensure team is up-to-date on best practice in copywriting and proofreading
- 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.

INTERIM COMMUNICATIONS MANAGER 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
	Degree or professional qualification in Marketing or Communications and/or Project Management	Desirable	Application
Experience			
	At least 3 years' experience in a similar role, within Higher Education and/or in the Performing Arts	Essential	Application
	Experience of developing multi-channel communications plans	Essential	Application and interview
	Experience of communicating in international markets	Desirable	Application and Interview
	Line management of junior communications postholder	Desirable	Application and interview
	Experience of Project Management	Desirable	Application and interview
Knowledge or Understanding			
	High level of knowledge of and keen interest in performing arts and/or higher education	Essential	Application/Interview
	In-depth working knowledge of CRM, social media and email platforms as well as website CMS	Essential	Application/Interview
	Keen interest in and knowledge of Contemporary Dance and/or Classical Music	Desirable	Interview
	In-depth knowledge of creating inclusive communications in a multi-cultural setting	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	Interview
	Excellent verbal and written communication skills	Essential	Application
	Ability to manipulate and analyse data to identify and report on trends	Essential	Interview
	Excellent interpersonal skills with the ability to form personal relationships with a wide range of internal and external stakeholders	Essential	Interview

	Experience of producing and/or editing video content in a professional context	Desirable	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 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, £31,886- £38,265 p.a. inclusive of a London Weighting Allowance of £3,957 p.a. Salaries are paid on the last working day of the month 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 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