

# TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

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## COMMUNICATIONS MANAGER

FULL TIME, PERMANENT

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## COMMUNICATIONS MANAGER

**Contract: FULL TIME, PERMANENT**

**Salary: £40,290 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, 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.

We are looking for a dynamic, driven communications manager to lead the communications function within Brand & Communications. You will be an experienced storyteller, able to plan and design content that reflects the Trinity Laban brand values across a range of platforms. You will manage a Communications Officer and together form a key part of the Trinity Laban Corporate Affairs directorate, supporting the Head of Brand & Communications with external and internal communications and social media.

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.

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/>

**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.**

**Closing Date:** 23:59 hours BST, Tuesday 6 June 2023 (No Agencies)

**Interview Date:** Thursday 15 June 2023

For any queries about this position that are not covered in the job pack, please email Katerina Filosofopoulou, our Talent Resourcing and Organisational Development 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>	Communications Manager
<b>Department:</b>	Brand & Communications
<b>Reporting to:</b>	Head of Brand & Communications
<b>Contract:</b>	Full-time, permanent
<b>Line management:</b>	Communications Officer

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## PURPOSE OF ROLE

- With the Head of Brand and Communications, to lead the planning and delivery of external and internal communications campaigns aimed at raising the international 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
- 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
- To lead on organic social media management in line with Brand and Communications strategy

## Main duties

### External Communications

- Design and delivery of communications campaigns to raise the brand profile and reputation of Trinity Laban, in the UK and internationally, including producing and commissioning content for segmented email bulletins/newsletters, website/digital content, social media and major printed materials
- To oversee the production of news stories and releases for print and broadcast media
- Work closely with the Deputy Head of Brand and Communications to integrate priorities across a number of shared campaigns and projects
- Manage and produce diverse long-form and short-form content for a variety of channels fit for purpose, ensuring all online content conforms to agreed standards of plain English, house style and general principles of online writing best practice including SEO.

- Identify trends, partnerships and platforms that could provide opportunities for TL to engage with key markets in the UK and abroad

### **Internal Communications**

- To lead on the production of key internal communications channels
- Work closely with the Head of Brand and Communications and other internal stakeholders to deliver and measure internal communications campaigns
- Develop good relationships with stakeholders throughout the Conservatoire to ensure that activities and programmes are folded into the Brand and Communications team's output
- Work closely with and deputise for the Head of Brand and Communications in times of emergency or crisis communications

### **Social media management**

- To oversee TL social media content schedule, ensuring multiple priorities are managed across the team
- To work with colleagues across the Corporate Affairs to create joined-up campaigns for all channels that respond to reputational and other targets
- To lead on digital community management plans and initiatives for Corporate Affairs
- To produce analytic reports of impact of content campaigns
- 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
- 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
- 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

### **Line Management**

- To line manage, oversee and support the Communications 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

### **Other**

- 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, 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:  
<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.*

## COMMUNICATION MANAGER PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
<b>Education/Qualifications</b>	Educated to degree-level or with equivalent experience.	Essential	Application
<b>Experience</b>	At least 5 years' experience in a similar communications/social media management role within the arts/education	Essential	Application
	Experience of developing multi-channel communications plans	Essential	Application, interview
	Experience of communicating in international markets	Desirable	Interview
	Line management of junior communications postholder	Desirable	Application, interview
<b>Knowledge or Understanding</b>	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	Application, interview
<b>Skills and Abilities</b>	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 with high level of accuracy and attention to detail	Essential	Application, interview
	Ability to manipulate and analyse data to identify and report on trends	Essential	Application, interview
	Experience of producing and/or editing video content in a professional context	Desirable	Application, interview
<b>Personal Qualities</b>	Excellent interpersonal skills with the ability to form personal relationships with a wide range of internal and external stakeholders	Essential	Application, interview
	Passion for equality, diversity and inclusivity	Essential	Interview

## 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 across the Conservatoire at the Faculty of Music (King Charles Court, Old Royal Naval College), Blackheath Halls (Lee Road, London) and the Faculty of Dance (Laban building, Creekside). You will be expected to be based in the office at least 50% of the time.
<b>Salary:</b>	Trinity Laban Staff Salary Scale, Grade 6, Incremental Points 30, £40,290 p.a., inclusive of a London Weighting Allowance of £3,957 p.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. rising to 30 days p.a. after 5 years' service in addition to Statutory, Bank and Public Holidays.
<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. 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>Cafeteria:</b>	Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.
<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.

**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 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)