

# TRINITY LABAN

## STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS OFFICER (UK and Events)

Full-time, Permanent

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## STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS OFFICER (UK and Events)

Contract: Full-time, Permanent

Salary: £30,597- £34,218 p.a. (Including LWA)

We are seeking an exceptional Student Recruitment Officer to join the Student Recruitment and International Relations department. Trinity Laban is striving to achieve excellence beyond tradition, creating a home for performing artists in which boundaries are pushed, collaborations are key, and artistic pioneers are made. We are a world-leading home for students from non-traditional backgrounds with a programme of activity that reaches out to all sections of society, centring the performing arts as a force for cultural and social progress.

*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 occasionally support work in overseas markets. Please note that the role will involve significant UK travel and some international travel.*

*The post holder will further develop mutually beneficial relationships with schools and partners, whilst developing new recruitment contacts. You will identify and leverage promotional opportunities across the UK, attending targeted educational events, recruitment fairs, and establish cyclical recruitment activity in target feeder schools. You will work closely with colleagues in Children and Young People, Admissions, Academic and other administrative departments, to ensure that Trinity Laban recruits suitable students from diverse backgrounds and meets targets.*

*Educated to degree level, you will have one - two years' experience of a role in higher education or arts administration. You will have an understanding of educational recruitment practices and marketing and communications skills, including the use of social media. Experience and knowledge of music, musical theatre and/or dance and/or working in an HE environment is highly desirable.*

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

**Closing Date: 23:59 hours BST, 30 March 2025 (No Agencies)**

**Interview Date: from 7 April 2025 (TBC)**

*For any queries about this position that are not covered in the job pack, please email Katerina Filosofopoulou, 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

Post:	Student Recruitment and International Relations Officer
Department:	Student Recruitment and International Relations
Reporting to:	Deputy Head of Student Recruitment and International Relations
Grade:	Grade 5
Contract:	Full-Time, Permanent

### PURPOSE OF ROLE:

*Under the guidance of the Deputy Head of Student Recruitment and International Relations, you will develop and lead on implementing a student recruitment plan in the UK. Liaising with schools, colleges and through a range of UK recruitment events on and off campus, you will raise Trinity Laban's brand awareness to drive applications and enrolments.*

### Main duties

- *Lead on devising and implementing all UK recruitment activity, including large-scale on-campus and virtual events, external events such as UCAS Fairs, and school/college engagement.*
- *Project managing our two annual Open Days, where we welcome over 1000 prospective students and their guests to our campus. Working closely with colleagues from across the whole institution to ensuring that they have an excellent experience that makes them excited about applying to study at Trinity Laban.*
- *Taking responsibility for leading the UK Dance recruitment strategy. Working closely with faculty staff, feeder schools and institutions to develop a programme of activities to support sustainable and diverse recruitment to our Dance programmes.*
- *Working closely with the Brand and Comms, Admissions, Children and Young People and Academic departments, as well as key internal stakeholders, you will ensure excellent student experience is delivered across the application journey.*
- *Research, monitor and evaluate relevant strategies for student recruitment and conversion in assigned markets, to ensure maximum return on investment from recruitment activities.*
- *Work with the Alumni Relations team and teaching 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 other Student Recruitment and International Relations Officer, you will support the management and delivery of the Student Ambassador Scheme.*
- *Working alongside the other Student Recruitment and International Relations Officer, you will input into conversion campaigns, in conjunction with the Brand and Comms team.*

## **Recruitment and Marketing**

1. *Under the direction of the Deputy Head of SRIR, be responsible for the delivery of the 3 Year UK Student Recruitment Strategy.*
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 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 Offer Holder Days, ensuring effective marketing, a positive on the day experience and appropriate follow up to maximise 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. *Database and web management – regularly update the events calendar, website, online listings and schools’ database.*
9. *Support the management of internal visits from delegations of staff or students from schools, international partners or embassies.*
10. *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.*
11. *Contribute to the development of the CRM to ensure robust collation of recruitment data and high levels of customer service and satisfaction.*

## Relationships

1. *Support the Deputy Head of SRIR to identify, develop and manage successful relationships with a wide range of external stakeholders in the UK, including schools and partner institutions, agents, and other organisations, providing marketing support and effective training as required.*
2. *Work in collaboration with Children and Young People to support applications from underrepresented groups, in line with our access agreement.*
3. *Develop strong internal relationships with Registry, Student Services, Brand and Communications, Facilities 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. *Alongside the other Student Recruitment and International Relations Officer, contribute to the successful delivery of 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.*

## The Postholder must:

- *Be available to work evenings and weekends as necessary to attend events and performances*
- *Be available for regular regional or overseas travel*
- *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.*

## Offers of Employment

*All provisional offers of employment are subject to proof of eligibility to work in the UK, verification of qualifications and satisfactory references.*

*If you are unsure of your right to work in the UK, you can use the GOV.UK visa checking tool to establish your eligibility and options relating to visas.*

*Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants would be eligible for sponsorship under the Skilled Worker route.*

## Referees

*References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to the receipt satisfactory references covering current or most recent employment and the past three years of work.*

### 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/>.

All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

Trinity Laban has a no smoking policy on its premises.

## Student Recruitment and International Relations Officer - Person Specification

Criteria	Specification	E/D	Measured By
<b>Education/Qualifications</b>	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
<b>Experience</b>			
	Experience within the higher education environment, including experience of UK and international recruitment	Essential	Application/Presentation/Interview
	Experience and knowledge of music and/or dance. For this role a knowledge of contemporary dance is particularly desirable	Essential	Application
	Experience of using Social Media marketing	Desirable	Interview
<b>Knowledge or Understanding</b>			
	An understanding of, and commitment to, Equal Opportunities	Essential	Interview
<b>Skills and Abilities</b>			
	Experience of managing medium-large scale projects or events.	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

	<i>Excellent IT skills including ability to use all standard Office packages</i>	<i>Essential</i>	<i>Application</i>
<b>Personal Qualities</b>	<i>Interest in the creative performing arts, particularly music, musical theatre and contemporary dance</i>	<i>Desirable</i>	<i>Application</i>
	<i>The ability to think creatively and strategically, using initiative to develop new approaches to recruitment challenges</i>	<i>Essential</i>	<i>Presentation/ Interview</i>
<b>Special Working Requirements</b>	<i>Be prepared to work outside normal working hours, including evening/weekend work and extended travel.</i>	<i>Essential</i>	<i>Interview</i>
	<i>The post holder must be able and prepared to undertake regular travel throughout the UK and overseas</i>	<i>Essential</i>	<i>Interview</i>

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 & Staff Benefits

- Contract:** *Full-Time, permanent 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). 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 King Charles Court, Old Royal Naval college but may also be required to work at the Laban building, Creekside.*
- Salary:** *Trinity Laban Staff Salary Scale, Grade 5, Incremental Points 16 - 21, £30,597 - £34,218 p.a., (pay award in progress) inclusive of a London Weighting Allowance of £ 4,259 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.*
- Holidays:** *25 days, in addition to Statutory, Bank and Public Holidays*
- 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.*

<b>Pension Scheme:</b>	<i>The successful candidate will be auto-enrolled into the Universities Superannuation Scheme, if they meet the qualifying criteria. Employees contribute at the rate of 6.1% of their pensionable salary. The Conservatoire pays the Employer's contribution currently at the rate of 14.5% of pensionable salary.</i>
<b>Staff Development:</b>	<i>A range of Staff Development opportunities are available.</i>
<b>Library:</b>	<i>The Laban Library &amp; Archive and the Jerwood Library of the Performing Arts are available for use.</i>
<b>Car Parking:</b>	<i>A limited number of parking spaces are available at the Old Royal Naval College and the Laban Building, subject to availability.</i>
<b>Cafeteria:</b>	<i>Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.</i>
<b>Events:</b>	<i>There is a wide range of music and dance performances each week, many of which are free to members of staff.</i>
<b>Classes:</b>	<i>Free weekly staff Pilates class as well as reduced rates and access to Adult Classes.</i>
<b>Eye Care:</b>	<i>Vouchers for eye tests are available for VDU users.</i>
<b>Health:</b>	<i>Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.</i>
<b>Cycle to Work:</b>	<i>A cycle to work scheme is operated</i>
<b>Give as you earn:</b>	<i>A give as you earn scheme is operated.</i>



## Information on Trinity Laban

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 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 [www.trinitylaban.ac.uk](http://www.trinitylaban.ac.uk)***