

# TRINITY LABAN

## STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER

Full time, Permanent

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# TRINITY LABAN

## STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER (UK, Europe and North America)

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**Contract: Full time, Permanent**

**Salary: £35,064-£41,433 (Including LWA)**

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 to ensure the successful recruitment of students from the UK and overseas to add to an already diverse and talented student body, across music and dance. Focusing on recruitment from the UK, Europe and North America you will be responsible for developing and delivering recruitment strategies for your assigned regions, as well as growing and maintaining sustainable partnerships with institutions overseas, actively seeking opportunities for joint projects and staff and student exchange.

The post holder will further develop mutually beneficial relationships with schools, agents 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 line manage the UK Student Recruitment Officer and support them to deliver Open Days, on-campus events and conversion activity. You will organise overseas auditions, masterclasses and workshops, working closely with Academic colleagues. You will work closely with colleagues in Children and Young People, 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 two years' experience of a relevant role in higher education or arts administration. You will have a strong understanding of educational recruitment practices and marketing and communications skills, including use of social media. You will be able to confidently represent the Conservatoire internally and externally to a range of stakeholders including senior management and government or embassy officials. Experience and knowledge of music and/or dance and of one or more additional languages is extremely 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, Monday 12<sup>th</sup> May 2025 (No Agencies)**

**Interview Date: Wednesday 4<sup>th</sup> June 2025**

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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 Manager
Department:	Student Recruitment and International Relations
Reporting to:	Head of Student Recruitment and International Relations
Grade:	6
Contract:	Full Time
Line management:	Student Recruitment and international Relations Officer (UK)

### PURPOSE OF ROLE:

- Under the direction of the Head of Student Recruitment and International Relations, and with the support of the SRIR Officer, to develop and deliver the UK, European and North American Student Recruitment and Partnership strategic marketing plans including organising and attending engagement activity and auditions in market
- To identify, develop and nurture strategic institutional partnerships with international schools and HEIs to support student recruitment and wider institutional internationalisation goals.
- To line manage the SRIR Officer (UK), ensuring they are delivering events as agreed in the UK strategic plan, and supporting them to develop their skills and knowledge in international markets.
- 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 overseas
- To manage Agent relationships and contracts in your assigned markets, and ensure agents are compliant with the AQF
- To work with the Data and Insight Manager to develop our CRM in line with recruitment needs and to develop market research tools to evaluate the effectiveness of our work and provide regular reports to management on progress against KPI's

### Main duties

- With the Head of Student Recruitment and International Relations, develop, implement and evaluate strategic marketing plans for international markets and ensuring effective delivery against relevant KPIs.
- Research, implement, monitor and evaluate relevant strategies for conversion in

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international markets, in order to ensure maximum return on investment from recruitment activities.

- To be responsible for the continued development and delivery of UK, Europe and North American Recruitment strategies, with a particular focus on recruitment from USA
- To work with the SRIR Manager (Asia) and SRIR Officers to ensure consistent representation to TL across all markets, in accordance with the overarching SRIR Strategy

## B. Relationships

- Identify, develop and manage successful relationships with a wide range of external stakeholders including partner institutions, agents, embassies and sponsors, the British Council and other organisations, providing marketing support and effective training as required.
- Develop strong internal relationships with key internal stakeholders including Registry, Children and Young People, Student Services, both Faculties, and colleagues across Corporate Affairs (including Marketing & Communications, Alumni Relations, Development and Data Management) in order to effectively carry out recruitment activity.

## C. Recruitment & Marketing

- Contribute through effective student recruitment to the establishment of Trinity Laban's reputation as a world-class Conservatoire of first choice for talented students.
- Manage working partnership with our network of agents in assigned markets.
- Organise and manage overseas workshops, open days and auditions in relevant countries, ensuring effective marketing, a positive on the day experience and appropriate follow up to maximise applications and conversion.
- 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.
- Working with the Brand and Communications department, 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, including producing content in foreign languages where appropriate.
- Working with the Brand and Communications department, support the production and distribution of the prospectus and other recruitment materials, both print and digital.
- Manage internal visits from delegations of staff or students from international partners or embassies

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- Oversee the delivery of large scale UK recruitment events such as Open Days, managing the SRIR Officer (UK) and ensuring they have the necessary support and guidance to deliver activity.
- Monitor and evaluate the effectiveness of recruitment activity using qualitative and quantitative data and use this to inform development of strategy.
- Contribute to the development of the CRM to ensure robust collation of recruitment data and high levels of customer satisfaction.

## Widening Participation

- Contribute to the delivery of Trinity Laban's Widening Participation and Access work, relating to student recruitment as defined in the Student Recruitment Plan

## Management Responsibility

- With the Head of Student Recruitment and International Relations, contribute to the overall strategic planning and direction of the team, with especial responsibility for assigned markets.
- Under the direction of the Head of Student Recruitment and International Relations, ensure international activity is delivered in accordance with regional budgets.
- Produce regular reports and presentations on recruitment activities.

## Other

- Undertake such other reasonable responsibilities and tasks which may, from time to time, be assigned by the Head of Student Recruitment and International Relations.
- Please note assigned markets are provisional and may be changed/reassigned in response to institutional need

## The Postholder must:

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

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*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.*

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## STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER (UK, Europe and North America)

### Person Specification

Criteria	Specification	E/D	Measured By
<b>Education / Qualifications</b>	<i>A first degree and / or relevant experience</i>	<i>Essential</i>	<i>Application</i>
	<i>A professional qualification in marketing</i>	<i>Desirable</i>	<i>Application</i>
<b>Experience</b>	<i>Experience within the higher education environment, including experience of UK and international recruitment and an excellent knowledge of both UK and international HE markets</i>	<i>Essential</i>	<i>Application/interview</i>
	<i>Experience of managing staff, resources and/or budgets</i>	<i>Essential</i>	<i>Application/interview</i>
	<i>Experience of managing projects, working with multiple stakeholders who may have conflicting priorities</i>	<i>Essential</i>	<i>Application/interview</i>
	<i>Experience of working in a performing arts setting</i>	<i>Desirable</i>	<i>Application</i>
<b>Knowledge / Understanding</b>	<i>A good knowledge of market research techniques and customer relationship marketing and its application to Student Recruitment</i>	<i>Essential</i>	<i>Interview/Presentation</i>
	<i>An understanding of, and commitment to, Equal Opportunities</i>	<i>Essential</i>	<i>Application/Interview</i>
<b>Skills and Abilities</b>	<i>Excellent interpersonal and internal/external relationship building skills</i>	<i>Essential</i>	<i>Application/Interview</i>
	<i>Strong project and event management skills</i>	<i>Essential</i>	<i>Application/Interview/test</i>
	<i>The ability to integrate student recruitment activity across all relevant departments and stages of the student experience.</i>	<i>Essential</i>	<i>Interview/Presentation</i>
	<i>A self-starter able to prioritise, meet deadlines and deliver multiple and simultaneous projects</i>	<i>Desirable</i>	<i>Interview/Presentation</i>
	<i>Excellent oral and written communication skills including the drafting and presentation of policy documents</i>	<i>Desirable</i>	<i>Application/Interview</i>
<b>Personal Qualities</b>	<i>The ability to think creatively and strategically, using initiative to develop new approaches to recruitment challenges</i>	<i>Essential</i>	<i>Interview/Presentation</i>
	<i>Interest in the creative performing arts, particularly music, musical theatre and contemporary dance</i>	<i>Essential</i>	<i>Application/Interview</i>
	<i>An ability to communicate with people from different cultures and backgrounds</i>	<i>Essential</i>	<i>Interview/Presentation</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 in the UK and</i>	<i>Essential</i>	<i>Interview</i>

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	<i>internationally.</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

<b>Contract:</b>	<i>Full-Time, permanent subject to a 6-month probationary period.</i>
<b>Hours:</b>	<i>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.</i>
<b>Location:</b>	<i>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.</i>
<b>Salary:</b>	<i>Trinity Laban Staff Salary Scale, Grade 5, Incremental Points 22 - 29, £35,064- £41,433 p.a.) 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.</i>
<b>Holidays:</b>	<i>25 days, in addition to Statutory, Bank and Public Holidays</i>
<b>Sick Pay:</b>	<i>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.</i>
<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,</i>



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*many of which are free to members of staff.*

**Classes:** *Free weekly staff Pilates class as well as reduced rates and 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.*

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## 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)***