

TRINITY LABAN

Marketing Officer Permanent, Full time

Contents

Page 2	<i>Advertisement</i>
Page 3	<i>Job Description</i>
Page 5	<i>Person Specification</i>
Page 6	<i>Conditions of Service Summary and Staff Benefits</i>
Page 8	<i>Information on Trinity Laban</i>

TRINITY LABAN

Marketing Officer

Contract: Full-time, permanent

Salary: £31,026 – 34,697 p.a (Including LWA)

Appointment is usually at the start of the salary range

Trinity Laban is a world-leading conservatoire that redefines excellence. We create pioneers, focusing on the artistic freedom and transformation of our students. A community of global collaborators, we lead the arts across genres and beyond convention through innovative research, experimentation, and outreach. Against a backdrop of stunning architecture in the creative heart of South East London, Trinity Laban is where change happens.

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, growth of our social media channels and impact of our website. You'll liaise with colleagues across our 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 exciting role, with the support in place to enable you to achieve results.

Advert inclusion

Trinity Laban welcomes applications from people of all backgrounds and experiences. We are particularly keen to encourage interest from people with disabilities, LGBTQIA+, Black, Asian, and other global majority backgrounds who are currently under-represented at Trinity Laban. In recognising the positive value of diversity, we want to better reflect and understand the communities we exist to serve.

Trinity Laban is committed to upholding the principles of freedom of speech and academic freedom within the law. We value open, respectful debate and encourage the exchange of diverse ideas and perspectives. All employees are expected to contribute to an inclusive environment where differing views can be expressed and discussed constructively, in line with our organisational values and legal obligations.

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 28 September 2026 (No Agencies)

Interview Date: Thursday 8 October 2026

TRINITY LABAN

For any queries about this position that are not covered in the job pack, please email Katerina Filosofofoulou, Talent Resourcing and Organisational Development Officer on: 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:	Marketing Officer
Department:	Brand & Communications, Corporate Affairs
Reporting to:	Interim Head of Brand & Communications
Grade:	5
Contract:	Full-Time, permanent

PURPOSE OF ROLE:

- To contribute to the Brand & Communications team in raising the brand profile and reputation of Trinity Laban
- To deliver marketing campaign activity for Trinity Laban, including student recruitment, performance and public engagement programmes. 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 duties

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 full-service marketing campaigns to promote specific courses, events and strands of activity
3. Support the Deputy Head, Brand & Communications 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

TRINITY LABAN

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*

ADDITIONAL RESPONSIBILITIES:

Health & safety

Under the Health & Safety at Work Act 1974, whilst at work, members of staff must take reasonable care for their own health and safety and that of any other person who may be affected by their acts or omissions.

Equality, diversity and inclusion

Trinity Laban is committed to providing an inclusive working and learning environment that is fair, respectful and accessible to all. In carrying out the duties of this role, the postholder is expected to:

- contribute to a working environment in which individuals are treated with dignity and respect;
- carry out responsibilities in accordance with our obligations under the Equality Act 2010, including the Public Sector Equality Duty;
- support equality of opportunity through professional and lawful conduct relevant to the requirements of the role;
- uphold our commitment to freedom of speech and academic freedom within the law.

Higher education (Freedom of Speech) act 2023

Trinity Laban is committed to securing freedom of speech and academic freedom within the law as outlined in the Freedom of speech code of practice. We actively promote the open exchange of ideas, recognising that free speech is strengthened, not weakened, by vigorous discussion of opposing perspectives in a civil, respectful, and peaceful manner. All members of our community should feel empowered to consider and discuss contentious issues, assured that they will be treated with dignity and respect.

The postholder must:

- *Be available to work occasional evenings and weekends as necessary to attend events and performances, with time off in lieu offered*

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.*

TRINITY LABAN

- 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 are 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.

Marketing Officer Person Specification

Criteria	Specification	E/D	Measured By
Education / Qualifications	Educated or trained to degree-level or equivalent, or demonstrating appropriate professional qualifications or work-based experience	Essential	Application
	Interest in performing arts/higher education	Desirable	Interview
Experience	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 campaigns including planning and delivery; writing copy; creating digital and print content; managing e-marketing and website content and reporting on campaign outcomes	Essential	Application and Interview
	Experience of working in an arts environment	Desirable	Application
	Experience of working in an educational environment	Desirable	Application
Knowledge / Understanding	Understanding of the full marketing mix and campaign planning/delivery, both online and offline	Essential	Application and Interview
	Excellent verbal and written communication skills with	Essential	Application and

TRINITY LABAN

	<i>an understanding of brand tone of voice</i>		<i>Interview</i>
Skills and Abilities	<i>A high level of attention to detail and accuracy</i>	<i>Essential</i>	<i>Interview</i>
	<i>Strong planning and organisational skills, including the ability to prioritise a busy workload and meet deadlines</i>	<i>Essential</i>	<i>Interview</i>
	<i>Excellent interpersonal and team working skills, with an approachable and professional manner</i>	<i>Essential</i>	<i>Interview</i>
	<i>A flexible and proactive approach with the ability to adapt quickly to changing priorities</i>	<i>Essential</i>	<i>Interview</i>
Personal Qualities	<i>An open, curious and audience-focused approach to marketing</i>	<i>Essential</i>	<i>Interview</i>
	<i>A commitment to the principles of equal opportunities and diversity and the application of these throughout all activities</i>	<i>Essential</i>	<i>Interview</i>
Special Working Requirements	<i>Occasional evening and weekend working to support open days, events and performances</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 candidate(s). 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:	<i>Full-Time, Permanent, subject to a 6-month probationary period.</i>
Hours:	<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). Occasional evening and weekend working to support open days, events and performances</i>
Location:	<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>
Salary:	<i>Trinity Laban Staff Salary Scale, Grade 5, Incremental Points 16 – 21, £31,026 - £34,697 p.a., inclusive of a London Weighting Allowance of £4,319 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.</i>
Holidays:	<i>25 days, in addition to Statutory, Bank and Public Holidays</i>
Sick Pay:	<i>Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible</i>

TRINITY LABAN

for benefits in excess of this under Trinity Laban's own sick pay scheme.

Pension Scheme:	<i>The successful candidate will be auto-enrolled into The Teachers' Pension Scheme, if they meet the qualifying criteria. Employee contributions are dependent on their monthly salary. The Conservatoire currently pays the Employers contribution at the rate of 23.6% of pensionable salary.</i>
Staff Development:	<i>A range of Staff Development opportunities are available.</i>
Library:	<i>The Laban Library & Archive and the Jerwood Library of the Performing Arts are available for use.</i>
Car Parking:	<i>A limited number of parking spaces are available at the Old Royal Naval College and the Laban Building, subject to availability.</i>
Cafeteria:	<i>Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.</i>
Events:	<i>There is a wide range of music and dance performances each week, many of which are free to members of staff.</i>
Classes:	<i>Free weekly staff Pilates class as well as reduced rates and access to Adult Classes.</i>
Eye Care:	<i>Vouchers for eye tests are available for VDU users.</i>
Health:	<i>Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.</i>
Cycle to Work:	<i>A cycle to work scheme is operated</i>
Give as you earn:	<i>A give as you earn scheme is operated.</i>

TRINITY LABAN

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 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 www.trinitylaban.ac.uk***