

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

HEAD OF MARKETING AND COMMUNICATIONS

(Full time, Permanent)

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HEAD OF MARKETING AND COMMUNICATIONS

Contract: Full-time, permanent

Salary: £53,850 - £61,808 p.a. (incl. LWA)

Trinity Laban Conservatoire of Music and Dance is London's Creative Conservatoire, a world-leading centre for performing arts education, renowned across the globe for its forward focus and innovative programmes. We don't just train our graduates for successful careers in dance, music or musical theatre – we inspire them to define their art forms.

It could be your job to tell the world all about what we do. The Head of Marketing and Communications is required to build and enhance Trinity Laban's global reputation and profile, in order to maximise income, and to increase awareness and support for our unique offer within the cultural and educational landscape.

You will have the most incredible material to work with. Sitting within both the performing arts and the world of education, a conservatoire is an amazingly rich environment, and Trinity Laban is a particularly thrilling and diverse place, with many stories to tell. Our brilliant students, staff and alumni are making a huge impact on the world stage. Our world-leading educational practice – not only our higher education courses, but also a vast array of weekend, evening and summer courses – offers countless examples of innovation, excellence and success. Our inspirational programme of outreach and widening participation initiatives is second to none. Our vast programme of 400+ events each year – including international tours, appearances at major festivals, plus performances across London and within our own magnificent performing spaces – is hugely popular and influential. Our "Venus Blazing" initiative, running throughout 2018-19, is currently garnering national and international attention.

If you join us, then you will help to define and deliver our UK and international recruitment strategy, adding to our already diverse and talented student body. You will have overall responsibility for online content, press and PR, design, print, the integrity and profile of the Trinity Laban brand, plus marketing for our busy events programme. You will work closely with the senior executive team and Board of Governors, and will play a key role in supporting strong and effective internal communications, and in supporting external communications with key influencers within government, education and the arts.

To join our team, you will be educated to degree level and will have previously held a similar role in the creative arts. You will be able to demonstrate strong strategic skills and have an understanding of international and UK student recruitment, together with successful leadership and management of marketing and communications functions. Experience and knowledge of music and/or dance is essential, as is the ability to represent the Conservatoire internally and externally.

Trinity Laban offers a generous pension scheme and benefits package. Details can be found within the job pack.

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/>

Closing Date: 23:59 hours BST, Sunday 03 February 2019 (No Agencies)

Interview Date: Tuesday 12 February 2019 - first round

Monday 18 February 2019 - second round

For any queries about this position that are not covered in the job pack, please email staffrecruitment@trinitylaban.ac.uk

JOB DESCRIPTION

Post:	Head of Marketing and Communications
Department:	Marketing and Communications
Responsible to:	Director of Corporate Affairs
Responsible for:	Marketing and Communications Department
Salary:	Grade 9

PURPOSE OF THE POST

The Head of Marketing and Communications is a senior leadership role based within the corporate affairs directorate. The post-holder will be expected to advise the Principal, the Director of Corporate Affairs and other senior executives on strategic and operational matters relating to the role, and will be a primary source of expertise on marketing and communications activity. The post-holder will attend formal and informal meetings with members of the Board of Governors, and also represent Trinity Laban at external meetings.

This role has a leadership and supporting role in the marketing and communication of multiple projects across Trinity Laban, to ensure maximum value and consistent expression of the brand. The post holder will be expected to develop excellent relationships with academic and professional departments within Trinity Laban, alongside external service providers and partners.

Marketing and Communications is the largest department within the Corporate Affairs directorate which also encompasses student recruitment, international relations, fundraising, alumni relations and data management. The over-riding focus of the directorate is to consistently build the distinctive presence and reputation of Trinity Laban, to maximize income earned through student fees and other activity streams, and to achieve significant growth in grant and philanthropic income. The working environment is highly integrated and collaborative.

The principal purpose of the Head of Marketing and Communications role is to:

- Take a leadership role in the safe-guarding and development of Trinity Laban's brand and identity
- Lead and support activity which enhances the reputation of Trinity Laban in the UK and overseas
- Ensure, together with colleagues, the achievement of corporate income targets through marketing of higher education and pre-HE programmes world-wide, as well as maintaining consistent growth in box office and other income
- Lead, support and otherwise advise upon activity which develops the public profile of Trinity Laban, in the UK and overseas
- Design and deliver activity which increases awareness of Trinity Laban within key stakeholder communities
- As necessary, work with or advise the Board of Governors, the Principal, the senior executive team and the Director of Corporate Affairs

RESPONSIBILITIES AND DUTIES

Lead the development and delivery of the Communications Strategy in alignment with Trinity Laban's Strategic Plan 2018 – 2028, and in particular:

- Lead on the expression and development of Trinity Laban's distinctive brand and identity
- Together with the Head of Student Recruitment and International Relations, lead on the delivery of effective and efficient marketing of all Trinity Laban higher education and other fee earning programmes.
- Lead on the delivery of cost efficient and brand consistent marketing of Trinity Laban's extensive Learning and Participation programmes in music and dance.
- Lead on the delivery of cost efficient and reputation enhancing marketing of the extensive programme of performances and events in music, contemporary dance, musical theatre and other corporate events and arts projects at Trinity Laban campus buildings and also at venues in the UK and overseas,
- Lead on all press and public relations activity to ensure that brand consistent news from Trinity Laban reaches our audiences, our sector and the performing arts industry. Be prepared at all times to lead on crisis communications management.
- Support the development of relations with local, regional and national government, and communications with leading influential voices in our industry.
- Together with the Assistant Director of People and Organisational Development lead, support or advise upon the development of positive and consistent internal communications.
- Through the capabilities of the marketing and communications department, support and advise upon public and corporate events, fundraising activity, the alumni relations programme, and learning and participation activity.
- Support corporate relationships and communications with all key stakeholders and partners, including in particular Trinity College London.
- Provide consistent support to the Director of Blackheath Halls and her team in the management of the venue and its activities.

Lead the Marketing and Communications department of Trinity Laban ensuring that all key functions are operating efficiently and that high calibre staff are engaged to support and execute the communications strategy, in particular:

- Undertake staff recruitment, management and performance appraisals in line with formal procedures and best practice to maintain a high performing team in marketing and communication

- Manage the digital capabilities of Trinity Laban including a high performing website and a highly targeted social media presence. With the Head of IT ensure the highest operational standards, management of external contractors, and risk management in relation to business continuity
- Manage the high level design, brand consistent and cost efficient delivery of all print materials
- Manage the execution and delivery of Press and PR and any external consultancies
- Manage a marketing team that delivers effectively for all client departments

Advise and report to the Director of Corporate Affairs on performance measures and the setting of annual budgets for the corporate affairs directorate and the marketing and communications department, and in particular:

- Consider and advise upon the short and long terms implications of revenue and capital budget allocations
- Work together with heads of department in corporate affairs and with other departments to ensure cost efficient spend and maximisation of income potential
- Report on performance measures and key targets
- Maintain a high level of control over departmental expenditure, working within Trinity Laban's financial procedures and regulations for budget management and monitoring

THE POST HOLDER MUST:

- At all times be committed to Trinity Laban's Equality and Diversity Policy and Dignity At Work 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 Dance'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.

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.

HEAD OF MARKETING AND COMMUNICATIONS PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/ Qualifications	Good academic record up to completed first degree, or equivalent	Essential	Application
	Appropriate professional qualifications / training	Desirable	Application
Experience			
	Strategic leadership experience in marketing and communications	Essential	Application/ Interview
	Experience as a brand manager	Essential	Presentation/ Application
	Planning, management and delivery of corporate communications	Essential	Application/ Interview
	Planning developing and managing an online presence, including website and social media marketing	Essential	Application/ Interview
	Experience of a range of marketing and communications disciplines, including PR, advertising, design & print	Essential	Application
	Setting and working to strict financial targets and performance indicators	Essential	Application
Knowledge or Understanding			
	Brands and brand management	Essential	Presentation/ Application
	Web and online marketing techniques	Essential	Interview
	Market research techniques	Essential	Interview
	Knowledge of the creative and performing arts sectors	Essential	Application
	Knowledge of the UK conservatoire sector	Desirable	Interview
Skills and Abilities			
	Excellent people and organisational management skills	Essential	Application/ Interview
	Excellent written communication skills	Essential	Application
	Excellent oral communication and presentation skills	Essential	Interview
	Appreciation of creativity and high standards in graphic design	Essential	Interview
Personal Qualities			
	Team leader; motivating and inspiring	Essential	Interview
	Goal-oriented; setting objectives and delivering against them	Essential	Interview
	Interest in the creative and performing arts	Essential	Interview

Please note:

Applicants for this role must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application

CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

Contract:	Full-time, permanent subject to a 6-month probationary period.
Hours:	Normal working hours are 35 hours per week (with a daily lunch break of one hour) usually from 9.00 am – 5.00 pm Monday to Friday.
Location:	You will be required to divide your time between the Faculty of Dance (Laban Building, Creekside), and the Faculty of Music (King Charles Court, Old Royal Naval College).
Salary:	The salary for the post will be in accordance with the Trinity Laban Staff Salary Scale, Grade 9, Incremental Points 44 - 49, £52,850 – £61,808 p.a., inclusive of a London Weighting Allowance of £3,718 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.
Annual Leave:	25 days, in addition to Statutory, Bank and Public Holidays.
Pension Scheme:	The successful candidate will be auto-enrolled into the Universities Superannuation Scheme. Employees contribute at the rate of 8% of their pensionable salary. The Conservatoire pays the Employers contribution currently at the rate of 18% of pensionable salary.
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.
Staff Development:	A range of Staff Development opportunities are available.
Car Parking:	A limited number of parking spaces are available at both sites, subject to availability.
Cafeteria:	Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks snacks.
Classes:	Reduced rates access to Adult Classes.
Events:	There are a wide range of music and dance performances each week, many of which are free to members of staff.
Childcare:	Trinity Laban operates the Edenred childcare voucher scheme. Details are available on request from the HR Department.
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.

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