

# TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

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## MARKETING ASSISTANT FULL TIME, PERMANENT

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## MARKETING ASSISTANT

**Contract: Full-time, permanent**

**Salary: £22,920 - £25,132 (Including LWA)**

Trinity Laban Conservatoire of Music and Dance is one of the world's leading conservatoires, renowned for its forward focus and innovative programmes. We don't just train our graduates for a career in dance or music – we inspire them to define their art forms.

Our busy Student Recruitment team work hard to attract students for our HE (Higher Education) programmes, but there's a huge amount of other marketing work for us to do. For example, we need to attract audiences for our 400+ music and dance events each year, including international tours, operas and musical theatre shows, festivals, visits from major artists, and performances in major venues across London. Just as importantly, we need to tell brilliant young people about our amazing Saturday programmes (Junior Trinity and the Centre for Advanced Training in Dance), attract adults to our evening classes, and bring people of all ages onto our ever-expanding summer schools programme. We also need to support our commercial activity, including the hire of our incredible buildings.

And that could be where you come in.

We're looking for a new Marketing Assistant to implement marketing activity in these areas, with an emphasis on music. There's a huge amount of activity to cope with, so this is a demanding and thrilling role.

You'll work under our Senior Marketing Manager, and alongside our multi-award-winning design team and talented web & digital team. You'll liaise with both faculties, which are stuffed full of friendly, passionate, hard-working, talented teachers, academics and administrators. You'll never be bored, and you'll enjoy working within one of the most diverse and vibrant educational and cultural organisations on the planet. Oh, and one of your offices was designed in the 17<sup>th</sup> century by Christopher Wren, and the other won the Stirling Prize. Trinity Laban is a great place to work from every point of view.

We're looking for a creative, talented, hard-working person with some marketing experience and an excellent knowledge of music in particular. 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.

As an equal opportunities' 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/>

**Closing date: Monday 25<sup>th</sup> March 2019 at 23:59 hours BST (no agencies)**

**Interview Date: Friday 5<sup>th</sup> April 2019**

For any queries about this position that are not covered in the job pack, please email [staffrecruitment@trinitylaban.ac.uk](mailto:staffrecruitment@trinitylaban.ac.uk) or contact Sangeetha Kurup, People Officer on 0208 305 9475.

*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 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>	<b>Marketing Assistant</b>
<b>Department:</b>	<b>Marketing &amp; Communications</b>
<b>Reporting to:</b>	<b>Senior Marketing Manager</b>
<b>Grade:</b>	<b>Grade 4</b>

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### **PURPOSE OF THE POST**

To provide marketing support for all non-HE activity, including the performance programmes and the Learning and Participation programmes for the Faculty of Music and the Faculty of Dance. These include: 400+ music and dance performances (including dance shows, concerts, festivals and tours), research events, commercial hires, short courses, weekly courses, year-long courses, Junior Trinity, the Centre for Advanced Training in Dance, summer schools etc.

### **MAIN RESPONSIBILITIES**

1. Implement Trinity Laban's Marketing Strategy, delivering exceptional marketing support for the wide range of activities that Trinity Laban undertakes.
2. Implement marketing campaigns to promote specific events and strands of activity
3. Assist the Senior Marketing Manager in gathering information on Trinity Laban events from colleagues across the organisation
4. Under the guidance of the Senior Marketing Manager, coordinate the production of programmes for music events, including collating, proof-reading and printing in-house
5. Under the guidance of the Senior Marketing Manager, support the marketing effort with social media and website updates, developing digital media content as appropriate
6. Write persuasive copy that will encourage attenders of Trinity Laban events and courses
7. Working to a brief produced by colleagues, produce e-flyers.
8. Working to a brief produced by colleagues, coordinate the production of marketing print, such as the termly performance guide
9. Produce regular standard reports on attendance levels at Trinity Laban events
10. Upload information to third party online listings websites
11. Coordinate with partner organisations (such as Cadogan Hall, English Touring Opera and the LPO)
12. Administer and maintain the MarComms database and mailing lists (process returns, add new entries, clean the data)
13. Liaise with the Student Recruitment team to make sure that activity is aligned across both departments
14. Undertake office administration as directed, including post distribution, printing and scanning, stuffing envelopes, answering enquiries
15. Undertake any other Marketing and Communications tasks as directed

**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 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.*

## MARKETING ASSISTANT PERSON SPECIFICATION

Criteria	Essential	Desirable	Measured by
Educated or trained to degree-level or equivalent in music, or possessing appropriate professional/post-experience qualifications	Essential		Application
A professional marketing qualification		Desirable	Application
Experience of working in a Marketing and/or Communications environment	Essential		Application & Interview
Experience of carrying out marketing tasks such as: writing copy, creating event listings, creating digital media, uploading information to a website, creating posters / flyers / e-flyers	Essential		Application, Interview & Test
Experience of working in a performing arts environment		Desirable	Interview
Experience of working in an educational environment		Desirable	Interview
High level of knowledge of music	Essential		Application & Interview
A good understanding of marketing principles	Essential		Interview
An understanding of the Higher Education sector, and the conservatoire sector in particular		Desirable	Interview
<b>Skills</b>			
A strong attention to detail (a high level of accuracy)	Essential		Application & Test
Strong planning and organisational skills, including the ability to prioritise a busy workload	Essential		Application & Interview
Excellent verbal and written communication skills	Essential		Interview
Strong interpersonal and team working skills (an approachable manner)	Essential		Interview
Ability to work using own initiative and able to work efficiently and effectively under pressure to meet deadlines	Essential		Application & Interview
Good MS Office skills	Essential		Interview
A commitment to the principles of equal opportunities and diversity and the application of these throughout all activities	Essential		Interview
Ability to adapt quickly to changing priorities and High levels of personal commitment	Essential		Interview
Ability to maintain confidentiality and handle sensitive information appropriately	Essential		Interview
Flexible working will be required to attend occasional performances and events	Essential		Interview

***Applicants 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.***

## MARKETING ASSISTANT CONDITIONS OF SERVICE – SUMMARY

<b>Contract:</b>	Permanent, Full-time, subject to a six-month probationary period.
<b>Hours:</b>	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.
<b>Location:</b>	You will be based at the Faculty of Music (King Charles Court, Old Royal Naval College), but may also be required to work at the Faculty of Dance (Laban building, Creekside).
<b>Salary Scale:</b>	The salary for the post will be in accordance with Trinity Laban's Staff Salary Scale, Grade 4, Incremental Points 11 - 15, £22,920 - £25,132 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.
<b>Annual Leave:</b>	25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.
<b>Pension Scheme:</b>	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 Employer's contribution currently at the rate of 18% of pensionable salary.
<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>Staff Development:</b>	A range of Staff Development opportunities are available.
<b>Car Parking:</b>	A limited number of parking spaces are available at both sites, subject to availability.
<b>Cafeterias:</b>	Our recently refurbished cafeterias on both sites serve a range of hot and cold meals plus drinks and snacks.
<b>Events:</b>	There are 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.

## 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)