

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER

FULL-TIME, PERMANENT

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STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER

Contract: Full-time, permanent
Salary: £29,960 - £35,954 p.a. Including LWA

Trinity Laban Conservatoire of Music and Dance is a forward thinking, contemporary and world-class Higher Education Institution with a vision to redefine the conservatoire for the 21st century. At the leading edge of music and dance training, it provides specialist education of the highest quality, which reflects the increasingly collaborative world of artistic practice and supports the lifelong career development of students and professional performing artists.

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. You will take the lead on a number of our most significant markets (Likely to be East Asia, but this may change dependent on the skills and experience of the successful candidate). You will also be responsible for developing 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 organise overseas auditions, masterclasses and workshops, working closely with Academic colleagues. You will work closely with colleagues in Learning and Participation, 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/or working in an HE environment would be extremely desirable.

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/>

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.

Closing Date: Monday, 8 April 2019 at 23:59 hours BST (No Agencies)
Interview Date: Wednesday, 17 April 2019

For any queries about this position that are not covered in the job pack, please email 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 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:	Grade 6
Contract:	Full-Time, permanent
Line management:	Student Recruitment and International Relations Graduate Intern

PURPOSE OF ROLE

- To be responsible for the development and delivery of strategic marketing plans in assigned markets in order to maximise high quality student intake for all programmes offered by Trinity Laban.
- To expand and enhance student recruitment effectiveness, by developing market intelligence, marketing collateral, direct recruitment, school liaison and institutional engagement.
- To identify, develop and nurture strategic institutional partnerships with International schools and HEIs to support student recruitment and wider institutional internationalisation goals.
- With the Head of SRIR, to provide support and direction to the SRIR Officer (UK and EU) to ensure the strategic delivery of the UK and EU recruitment strategies
- To line manage the SRIR Graduate Intern, ensuring they are supporting the team effectively and gaining appropriate development opportunities
- To work with Academic Departments and the Learning and Participation Teams to develop schemes to encourage applications and enrolments for students from underrepresented groups, or shortage instruments.
- 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

MAIN DUTIES

A. Strategic Plan

- With the Head of Student Recruitment and International Relations, devise, implement and evaluate strategic marketing plans for assigned regions and ensuring effective delivery against relevant KPIs.
- Research, implement, monitor and evaluate relevant strategies for conversion in assigned markets, in order to ensure maximum return on investment from recruitment activities.

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, Learning & Participation, 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.
- Carry out the necessary student recruitment activity identified in the Student Recruitment Plan, for music, musical theatre and contemporary dance.
- Identify, Attend and represent Trinity Laban at appropriate recruitment events in relevant markets, and occasionally in the UK and other markets as required.
- Organise and manage overseas 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 MarComms 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 MarComms 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
- Work as part of a team to deliver large scale UK recruitment events such as Open Days.
- 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 Accessibility work, relating to student recruitment as defined in the Student Recruitment Plan and by attending relevant committee meetings as necessary.

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.
- With the Head of Student Recruitment and International Relations, manage staff and budgets as necessary.

- Deputise for the Head of Student Recruitment and International Relations at internal and external meetings as appropriate.
- Produce regular reports and presentations on recruitment activities.
- Line manage the work of the SRIR Intern, ensuring they provide appropriate support to the team and are able to access suitable development and training 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.
- Be prepared to work outside normal working hours, including evening/weekend work and extended travel for which time off in lieu will be given.

The post holder must be able and prepared to undertake travel in the UK and overseas.

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, the instructional 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.

STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS MANAGER PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/ Qualifications	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
Experience	Experience within the higher education environment, including experience of UK and international recruitment and an excellent knowledge of both UK and international HE markets	Essential	Application/Presentation/Interview
	Experience of managing staff, resources and budgets	Essential	Application/ Interview
	Experience and knowledge of music and/or dance	Desirable	Application
Knowledge or Understanding	An understanding of, and commitment to, Equal Opportunities	Essential	Interview
	An ability to communicate with people from different cultures and backgrounds	Essential	Application/Interview
Skills and Abilities	Strong project and event management skills	Essential	Application/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
	The ability to integrate student recruitment activity across all relevant departments and stages of the student experience.	Essential	Presentation/Interview
	Excellent oral and written communication skills including the drafting and presentation of policy documents	Essential	Application/Presentation
Personal Qualities	The ability to think creatively and strategically, using initiative to develop new approaches to recruitment challenges	Essential	Presentation/Interview
	Interest in the creative performing arts, particularly music, musical theatre and contemporary dance	Desirable	Application
Special Working Requirements	Be prepared to work outside normal working hours, including evening/weekend work and extended travel.	Essential	Interview
	The post holder must be able and prepared to undertake regular travel in the UK and internationally.	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.

CONDITIONS OF SERVICE – SUMMARY AND 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). This role involves evening and weekend working and frequent international travel, for which time off in lieu will be given.
- Location:** 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).
- Salary:** The salary for the post will be in accordance with Trinity Laban's Staff Salary Scale, Grade 6, Incremental Points 22-29, £29,960 - £35,954 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.
Appointments will be made at a point on the scale commiserate with the successful candidate's skills and experience
- Holidays:** 25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.
- 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.
- 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 Employer's contribution currently at the rate of 18% of pensionable salary.
- Staff Development:** A range of Staff Development opportunities are available.
- Library:** The Laban Library & Archive (Faculty of Dance) and the Jerwood Library of the Performing Arts (Faculty of Music) are available for use.
- Car Parking:** A limited number of parking spaces are available at the Laban Building, subject to availability.
- Cafeteria:** Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.
- Events:** There is a wide range of music and dance performances each week, many of which are free to members of staff.
- Classes:** Reduced rates 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.

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