MARKETING MANAGER – JOB DESCRIPTION & PERSON SPECIFICATION

POSITION: Marketing Manager

REPORTING TO: Head of Administration

SALARY: £30,500 – 32,000 per annum

HOURS: 9am to 5pm, Monday to Friday

APPLICATION: CV, cover letter and monitoring form

DEADLINE: 9am, Monday 16th July

INTERVIEWS: W/C 23rd July

START DATE: 1st October

MARKETING & COMMUNICATIONS MISSION

This Marketing and Communications Department aims to take a professional, proactive and measurable approach to marketing and communications and to identify ways to strengthen the Rambert School brand, convey the Schools’ key messages and engage with existing and new audiences.

The key departmental objectives are to:

1. Attract and retain the best UK, EU and International students
2. Communicate the full range of Rambert School activities to new and existing audiences
3. Create a platform to enable Rambert School to achieve sustainability as it enters its second century

The Marketing Manager will play a pivotal role in leading on all marketing activities and delivering the key departmental objectives.

Marketing & Communications Department: Marketing Manager; Events & Performances Manager; Head of Administration.

Key Working Relationships (Internal): Principal & Artistic Director; Deputy Principal; Production & Rehearsal Director; Finance Director; Development Strategy Manager; Participation, Outreach & WP Manager; Academic Colleagues; Performance Team; CRM Project Team; Board of Trustees; Student Body

Key Working Relationships (External): Brand, website and design agencies; Photographers / cinematographers; Press/media; Alumni; Prospective students & their parents/guardians; Donors & supporters; Education, dance & wider arts organisations; Partner organisations & affiliates, including Rambert (dance company) and the Conservatoire for Dance & Drama (CDD) and its member schools.
KEY RESPONSIBILITIES

STRATEGY
- Work with departmental colleagues to deliver content in line with the Marketing & Communications Strategy to ensure that the School communicates in a consistent, accurate, professional and prompt manner with all key audiences.
- Working with departmental colleagues, keep the Marketing & Communications Strategy under review and update Strategy Action Plan on an annual basis.

DIGITAL CONTENT
- Publish content to social media channels on a regular basis (Facebook, Instagram, Twitter, YouTube, etc.) and in line with guidelines within the Marketing & Communications Strategy.
- Execute and manage social media campaigns to build followers, enhance visibility, and drive engagement
- Conduct analysis to assess the performance of digital content
- Build relationships with third-party publishers to provide regular content contributions
- Work with internal resources and external agencies to provide content to third-party publishers on a regular basis
- Create and localize content for international audiences
- Perform “social listening” to identify influencers and outreach opportunities
- Optimize content for search engines
- Provide ongoing analysis and performance reporting
- Make recommendations to management regarding improvements
- Ensure all campaigns and content are in compliance with the Marketing & Communications Strategy and the organisation's overall Strategic Plan
- Create and manage scoping documentation, program schedule, and project checklists

MARKETING & BRAND
- Advise / strategise on marketing and advertising requirements for all departments of the school (Participation, Outreach & WP; Development; Admissions etc.)
- Identify suitable print/digital advertising opportunities and negotiate space accordingly
- Design ads in liaison with external graphic design consultant where necessary
- Act as ‘brand guardian’ and maintain brand assets – in conjunction with design agency, maintain guidelines for use of School logo and co-ordinate all print production / online templates for stationery / publicity material, e.g. newsletters and invitations, using the logo/brand to ensure correct use of identity
- Manage, develop and market new brands, such as Rambert2 and the forthcoming 2020 Centenary, working in collaboration with partners, where necessary
- Pursue / manage brand partnerships, as necessary
- Organise and manage photo shoots and filming sessions
- Conceive and order branded goods
- Conduct appropriate market research including competitor analysis, demographic and economic reviews, and examination of educational trends
- Ensure the systematic collection, review and analysis of market information to identify competitor tactics, market trends, new opportunities and challenges
WEBSITE

- In conjunction with external digital design agency create a development plan for the School’s website to meet the changing needs of the organisation
- Maintain the website using WordPress, updating regularly with images, news, video and new copy as appropriate, in liaison with marketing and communications colleagues
- Identify key goals for analytics data and use together with information on traffic, to inform development decisions

DATA MANAGEMENT

- Work closely with development and technical colleagues, maintain and continuously nurture the eTapestry CRM database software platform
- Work closely with the CRM Project Team, ensure the E-Tapestry CRM database software platform is integrated website, email and direct mail platforms
- Play an active role in improving internal data processes, suggesting changes to streamline the processes and implementing these where appropriate.
- Work with the CRM system to generate user-friendly data for direct mail, invitations and initiatives
- Apply research skills to generate new data, e.g., increasing alumni data
- Ensure ongoing compliance with GDPR

BUDGET MANAGEMENT

- Overall management of the Marketing and Communications budget, in liaison with relevant colleagues, to ensure appropriate and effective spend
- Report on Marketing and Communications budget effectiveness, as required
- Approve all related quotes and invoices

NETWORKING / RELATIONSHIP-BUILDING

- Establish and maintain excellent working relationships with partner organisations and affiliates, e.g. Rambert (dance company), the CDD and its member schools, and wider arts organisations to ensure School activities exploit opportunities and are complementary
- Be an active member of relevant professional organisations

GENERAL

- Work collaboratively across the Marketing & Communications Department.
- Work with relevant colleagues to ensure that the department’s work meets all organisational and legal frameworks; including but not exhaustively health and safety, safeguarding policies, GDPR, licensing and equality, diversity and inclusion.
- Write reports and compile statistics on activity as required.
- Ensure up to date record keeping on activity and clear information management.
- Service relevant meetings
- Be prepared to work evenings or weekends as required and to act as an ambassador for the School
- Carry out any other duties as may be reasonably required
PERSONAL SPECIFICATION

ESSENTIAL SKILLS & EXPERIENCE

- A minimum of 3 years marketing experience, ideally in an arts or Higher Education environment
- Branding experience
- Budget management experience and good numerical skills
- Experience of digital content & social media, including scheduling programmes, such as Hootsuite, international social media experience a plus
- Copywriting skills
- Experience with Photoshop, WordPress and MailChimp
- Knowledge of CRM databases, including segmentation & targeting for personalization
- Solid understanding of email KPIs and deriving insights for wider business reporting and actions
- Experience of working in a fast-moving environment, with an ability to handle numerous projects with competing deadlines and priorities
- Strong written and verbal communication skills
- Excellent attention to detail
- Highly organized, with good time management skills
- Self-motivated
- Adaptable, with a willingness to learn
- Strong analytical and problem-solving capabilities
- Computer literate – Excel, Word, Mac & Windows OS.
- Experience working both independently and in a team-oriented, collaborative environment
- Passion for the arts and a commitment to the objectives of the School
- Ability to execute, monitor and analyse campaigns

DESIRABLE SKILLS & EXPERIENCE

- Experience with eTapestry or Raisers Edge
- Experience with design packages, preferably InDesign,
- Understanding of GDPR requirements and processes
- Experience of working at a dance organisation

The above serves as a guide and is not exhaustive; all professional staff are expected to undertake other duties and projects as may be reasonably required by the Principal in accordance with the grade of the post. You will be working as part of a small, friendly, administrative team and may be asked to provide extra support within the office during busy periods, working together in a mutually supportive way towards shared priorities.
Rights to work in the United Kingdom

Applicants for this role must be eligible to work legally in the United Kingdom. The successful applicant will be asked to evidence of their right to work in the UK before being formally offered the role. If you do not have the right to work in the UK we will not be able to consider you for this role. If you are uncertain about your eligibility to work in the UK, you are encouraged to contact the UK Borders agency. http://www.ukba.homeoffice.gov.uk/visas-immigration/working/

DBS checks

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.