



RAMBERT SCHOOL

MARKETING MANAGER

Join the Marketing & Communications Team at Rambert School.

We currently seek a passionate, experienced and highly motivated individual to drive a multi-channel marketing strategy, with a strong focus on digital and social media.

WELCOME

FROM AMANDA BRITTON

CHIEF EXECUTIVE, PRINCIPAL & ARTISTIC DIRECTOR



Rambert School is a world-leading centre of ballet and contemporary dance training; a dance education sector innovator shaping new generations of dance professionals to the highest standard. Our international

influence and reputation honours the name of Marie Rambert, the iconic Polish dance pioneer of the Ballets Russes who founded the School in the UK in 1920. Under Rambert's guiding light, the Rambert School and the Company which flowered from it, became synonymous with technical excellence and creativity.

We pride ourselves on nurturing each individual throughout their training and education, promoting autonomy and preparing our graduates for life as dance professionals. Marie Rambert famously stated that her School should not be a 'sausage factory'. We have chosen to remain small, and each individual is carefully supported, during training and often beyond, through a programme which is flexible

enough to cater for individual physical differences and which fosters personal reflection and research. Each cohort hosts a diverse range of students from widely varied backgrounds, encouraging a cross-fertilisation of ideas, and creating graduates who are both open to new concepts and respectful of cultural diversity.

The 'Rambert spirit' is still at the heart of what we do, over 100 years since Marie Rambert founded the School. Though hard to articulate, those who have trained at the School or danced with the Company have been touched by it, irrespective of which Director or Principal was at the helm. The 'spirit' could be simply a passion for dance, and individuality in self-expression. It could be a fearlessness of the unknown, the drive to be a pioneer or to explore new creative territory. It could be a belief in the integrity of the art form, and a desire to communicate this. Or perhaps it could even come from Marie Rambert herself, her renowned fierce determination and indomitable energy.

Welcome to Rambert School.



ABOUT RAMBERT SCHOOL

Rambert School's mission is to provide world-leading training and education in ballet and contemporary dance, embracing individuality and innovation, while being deeply rooted in tradition and technical rigour. Our student body is purposefully small but diverse, with just 45 undergraduates from all over the world accepted each year to benefit from intimate and intensive training. Creativity and performance are fundamental pillars of our training, and our students are given the opportunity to create and showcase their own work, repertoire, and commissions by leading choreographers at a variety of world-class venues each year.

The School dates back to 1920, when iconic Polish dance pioneer of the Ballet Russes, Marie Rambert, founded a dance school in Kensington based on the principles of creativity, innovation and individuality. The Ballet Rambert developed out of the School, producing and nurturing some of history's most celebrated dancers and choreographers. From Frederick Ashton to Antony Tudor and Christopher Bruce, the Rambert name has always been synonymous with technical excellence and thrilling creativity.

Having just passed our centenary, Marie Rambert's founding principles are still at the core of what we do and are reflected in our holistic approach to nurturing talent and developing well-rounded, creative and thinking dancers, choreographers, teachers and academics. As we head into our second century, our unique and cutting-edge undergraduate and post-graduate programmes position the School at the forefront of international dance education and research.

The [Foundation/BA \(Hons\) degree course](#) has a 50/50 split between ballet and contemporary dance, unlike any other dance school in the UK.

The [MA course in Dance Research for Professional Practitioners](#) was launched in 2020. Throughout the course, students pursue independent research, based on current embodied practices and previous experience as professional practitioners, to address the practical, artistic, cultural, social, and political implications of dance in the sector.

We recently created [Rambert Grades](#), in collaboration with Rambert (dance company). A progressive and inclusive online syllabi of contemporary dance training and examinations for children and young people, Rambert Grades is committed to empowering and harnessing creative movement and expression in all. Following a recent international launch, Rambert Grades has the potential to change the landscape of contemporary dance and extend the Rambert Family on a global basis.

We are passionate about our Widening Participation and Outreach activities and continue to deepen our links with members of the community and pupils from local and regional schools and colleges through visits, workshops, and open rehearsals.

The School is an outward looking institution that believes dance is for everyone and champions diversity in dancers, repertoire, and audiences.



JOB DESCRIPTION

JOB TITLE

Marketing Manager

REPORTING TO

Head of Development & Communications

HOURS

Full-time 40-hour week – Five 8-hour days per week

Applications from qualified part-time candidates may be considered – please clarify your preferred working pattern in your cover letter.

CONTRACT TYPE

Permanent, year-round

SALARY RANGE

£34,000 to £36,000 per annum, depending on experience

ADDITIONAL BENEFITS

- 21 days holiday a year, plus bank holidays;
- Additional days-off ‘gifted’ to permanent employees over the annual two-week Christmas closure (usually an extra 7 days);
- Pension scheme;
- Employee Assistance Programme;
- Cycle2Work Scheme;
- Staff training and CPD opportunities;
- A friendly, inclusive, and accessible working environment.

LOCATION

This is a hybrid role and will be worked both onsite at Rambert School and remotely. Working patterns will be agreed with the Head of Development & Communications.

N.B. There is no lift access to the upper floor of Clifton Lodge, making it only partially accessible to wheelchair users.

APPLICATION PROCESS

TO APPLY

Submit CV, Cover Letter and [Equal Opportunities Monitoring Form](#) to hr@rambertschool.org.uk by 9am on Monday 11 March.

INTERVIEWS

W/C 18 and 25 March

START DATE

Subject to candidate availability and ideally no later than mid-April.

If we can help to make any stage of the application and recruitment process more accessible to you or you have any specific questions, please contact Grace Campbell via email hr@rambertschool.org.uk or phone 020 8892 9960.

OUR MISSION

Our mission is to provide world-leading training and education in ballet and contemporary dance. Fuelled by innovation and creativity, Rambert School plays a key part in the professional dance sector. Our finely tuned curriculum, inspirational teaching and the talent and individuality of our students makes us a world-leading centre for dance training. We are the only school in the UK to focus equally on classical ballet and contemporary dance, ensuring we give our students sound technical training and that we produce industry-ready dancers and choreographers.

PURPOSE OF THE POST

Working closely with, and reporting into, the Head of Development & Communications, the Marketing Manager will deliver the key objectives of the School, which are currently:

- Positioning and promoting the School as one of the foremost and innovative dance schools in the world;
- Attracting and retaining the very best in global student talent by demonstrating the benefits and high-quality aspects of our training;
- Communicating the full range of Rambert School activities to new and existing audiences;
- Supporting the widening participation commitments of the school, to actively include applicants, participants and audiences from under-represented groups.

The Marketing Manager will drive a multi-channel marketing strategy, with a strong focus on digital and social media, to ensure the continuous visibility and profile of the School.

KEY WORKING RELATIONSHIPS

INTERNAL

- Head of Development & Communications (Line Manager),
- Chief Executive, Principal & Artistic Director,
- Performances & Events Manager,
- Head of Participation, Outreach & WP,
- Senior Management Team,
- Board of Trustees,
- Staff & Students of the School.

EXTERNAL

- Freelance photographers and videographers,
- Digital, marketing, branding and web agencies.



KEY ROLES & RESPONSIBILITIES

OVERALL MARKETING

- Develop, implement and analyse an integrated internal and external marketing strategy for the School to increase brand awareness and recognition for the School.
- Work with departmental colleagues to ensure the marketing strategy aligns with the School objectives and supports all School activities and departments such as: Admissions & Recruitment for the FD/BA and MA (domestic and international), Participation, Outreach & Widening Participation; Development; Performances & Events; Deliver plans and projects in a timely fashion with a clear sense of prioritisation.
- Day-to-day management of the annual marketing budget to ensure it is fully maximised ensuring appropriate and effective spend.
- Write reports and compile statistics on activity and related analytics for senior management and trustee-level reporting.
- Provide post-campaign monitoring and reporting including accurate and timely information and analysis to help understand online supporter behaviour and engagement.

DIGITAL MARKETING

- Lead and develop on all digital marketing, creating relevant and engaging content in line with the marketing strategy and with the aim of raising the School's profile on a global scale.
- Publish high quality content and advertising on social media channels (Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn) on a regular basis and in line with guidelines within the marketing strategy, with the aim to build followers, enhance visibility, and drive engagement.

- Develop and build print and digital content, working with external copywriters and designers where necessary, and manage timelines and project scopes.
- Lead on website management, development and content, identify key goals, and use analytics data to influence decisions. Ensure that website is regularly refreshed with engaging and up-to-date content.*
- Lead on the content creation and production of print and online publications, such as Mercury (termly newsletter).
- Create regular email marketing campaigns in line with the overall marketing strategy and to carrying stakeholder groups.
- Lead on all photoshoots and filming sessions to capture and curate dedicated content.
- Oversee the digital filing of all images and suggest appropriate images for use depending on the marketing requirement.
- Maintain brand assets including guidelines for use of School logo and co-ordinate all print production / online templates for stationery / publicity material, e.g., newsletters and invitations, developing the logo/brand to ensure brand consistency.
- Work with Head of Development & Communications to manage data management systems, ensuring the continual growth of relevant and accurate data for targeted stakeholder engagement.
- Regularly maintain, collate, cleanse and migrate data for tailored campaigns and invite/distribution lists.
- Work alongside the Head of Development & Communications on the management of the School's CRM system.



- Employ online marketing analytics to gather information from website and social media pages.

**Rambert School's website will be going through a redesign in 2024 and the Marketing Manager will play an integral role in this project.*

STAKEHOLDER ENGAGEMENT

- Establish and maintain excellent working relationships with partner organisations and affiliates, e.g., Rambert (dance company), and wider arts organisations to ensure School activities exploit opportunities.
- Work with key internal and external stakeholders to identify and shape opportunities for engagement by maximizing School activities and events.
- Proactively apply research skills to grow the School alumni network and nurture and engage them through strategic targeted marketing.

GENERAL

- Manage appropriate market research, including competitor analysis, demographic and economic reviews, and examination of educational trends.
- Sit on the Fundraising and Marketing Committee of the Board of Trustees, preparing and submitting any relevant papers, as required.
- Work with colleagues to ensure all departments work collaboratively towards common goals.

- Work with 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 equity, diversity, and inclusion.
- Support the Head of Development & Communications with evaluating overall team and individual performances.
- Provide proactive support to the Performance & Events Manager, during busy periods.
- Be an active member of relevant professional organisations.
- Represent the School at industry events and conferences.
- Be prepared to work evenings or weekends as required and to act as an ambassador for the School.
- Be prepared to provide admin support across the School (answering the phone and the door) during busy periods and as required.
- Undertake any other reasonable tasks as directed by the Head of Development & Communications.
- Always ensure best practice in relation to the School's GDPR and privacy policy.
- Display an active and committed engagement with the School's [Mission](#), our [Actions for Racial Justice and Anti-Racism](#) and all other policies and procedures.



PERSON SPECIFICATION

Competency	Essential	Desirable
Knowledge and Experience	<ul style="list-style-type: none"> A minimum of 3 years' marketing experience. 	<ul style="list-style-type: none"> Experience of working in the third sector and/or a theatre, dance and education organization.
Communication Skills	<ul style="list-style-type: none"> An excellent networker, communicator, and writer. 	
Qualifications & Professional memberships	<ul style="list-style-type: none"> Educated to degree level or above (or the equivalent). 	<ul style="list-style-type: none"> Membership of relevant professional bodies, such as the Arts Marketing Association (AMA).
Planning and Organisation	<ul style="list-style-type: none"> Excellent organisational and prioritisation skills, with experience of delivering multi-faceted projects within tight timeframes. 	
Technical	<ul style="list-style-type: none"> Expertise across a wide range of marketing disciplines and media with strong evidence of impact and results. Strong understanding of stakeholder engagement. Expertise of digital content & social media, including scheduling programmes, such as ContentCal and international social media. Ability to understand complex and technical policy issues and translate these into a deliverable marketing strategy. Knowledge of CRM databases, including segmentation & targeting for personalization. Solid understanding of email KPIs and deriving insights for wider business reporting and actions. Computer literate – Excel, Word, Mac & Windows OS and experience with Photoshop, WordPress and MailChimp. Ability to manage and work to budgets. 	<ul style="list-style-type: none"> Experience with design packages; preferably InDesign. Understanding of GDPR requirements and processes.
Teamwork and Motivation	<ul style="list-style-type: none"> Strong leadership skills, confident in creating and delivering strategies. An enthusiastic team-player with line management experience, who has strong interpersonal skills and a proactive and collaborative attitude, able to inspire the confidence of colleagues. 	
Values and Attitude	An appreciate for education, the arts and, more specifically, dance	—

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 Chief Executive, Principal & Artistic Director in accordance with the grade of the post. You will be working as part of a small, friendly, operations and development team and may be asked to provide extra support within the office during busy periods and school holidays, working together in a mutually supportive way towards shared priorities.

Our Commitment to Equity, Diversity & Inclusion

Equity, diversity, and inclusion is a continuous key priority for our institution. Our School community is culturally diverse, and we foster a fully inclusive culture within our staff team, student body and Board of Trustees. Read more about our commitment to EDI And what this means for our recruitment process [here](#).

Rights to work in the United Kingdom

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

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.

**Rambert School of Ballet
and Contemporary Dance**

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Find us online at
rambertschool.org.uk

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RAMBERT SCHOOL



University of
Kent

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