

POSITION: Marketing and Social Media Manager

REPORTS TO: Executive Director

OTHER RELATIONSHIPS: Artistic Director and Professional Training Lead, Governor - Marketing Specialist

BASIS: Permanent full-time, 5 days per week based at The Countess of Wessex Studios

Job Purpose

To lead on the marketing strategy and build the brand of Central School of Ballet, extending its reach through creative marketing, branding activities, social media and online publishing.

Main Duties & Responsibilities

The Marketing and Social Media Manager plays a lead role in creatively sharing and communicating Central School of Ballet's passion for dance. We are working to increase our profile and connections with the dance world at a local, national, and international level, whilst engaging with our neighbourhood communities in Southwark and beyond.

General

- Manage the external image of the brands of Central School of Ballet and Ballet Central.
- Develop, implement and execute internal and external marketing strategies and communication projects across all brands.
- Create annual plans and an associated budget to achieve the school's overall objectives.
- Promote all facets of the school including higher education student recruitment and development, and non-higher education programmes internally and through external agencies.
- Be accountable for the marketing budget and develop and utilise a framework of KPIs (recruitment, ticket sales, engagement, reach) to ensure effective delivery against the plan.
- Create and co-ordinate marketing and communications materials across the business; including working with students and other stakeholders.
- Keep marketing materials updated, including in house print and the website (managed through WordPress).
- Assist with internal communications activities, including organisation of monthly staff briefings.
- Actively support Central's commitment to Equity, Diversity and Inclusion, ensuring marketing and communications reflect our ambition of removing barriers to access.

Digital and Social Media

- Create the digital content strategy, execute delivery, and report on performance.
- Create and edit copy and design materials.

- Create and post social media and web content in line with the marketing strategy and engage with the community of followers, developing ideas on how to generate more engagement across the campaign.
- Generate news content for Central's online news pages, monthly newsletter, and social media feeds based on school activities, and monitor social media channels.

Ballet Central

- Lead the marketing campaign for the tour, managing agency relationships, freelancers and budget.
- Co-ordinate the production of all print materials and programmes.
- Liaise with all regional venues regarding marketing of each performance.
- Organise and administer photo shoots.
- Prepare cast sheets for tour venues.
- Support all PR activities to boost ticket sales.
- Create weekly ticket sales reports

Press and PR

- Lead on media relations and manage PR consultancy relationships.
- File media exposure – distribute as appropriate, keep cuttings filed and maintain the archive.
- Manage photography and filming enquiries and image requests.

People and Partnership Management

- Engage and line manage freelancers as needed.
- Engage and liaise with other agencies on the delivery of projects and activities.
- Maintain strategic oversight of events marketing and PR planning.
- Assist, support and attend events and performances as required.

Research, Evaluation and Administration

- Conduct research as required for marketing and communications purposes.
- Monitor and evaluate campaigns and projects to ensure effective delivery and appropriate use of resources.
- Carry out marketing related administrative tasks.
- Monitor the website and general in-boxes every day.
- Maintain plans, calendars and appointments.
- Update any relevant databases and contact lists.

Other

- Adhere to Central School of Ballet's policies, procedures, and guidelines.
- Exercise discretion/confidentiality in business, personnel, and financial matters externally, particularly regarding press/media and potential competitors.
- Undertake other administrative tasks as required.
- Work occasional evenings/weekends when needed, and in particular to work evenings and weekends for the July School Show Graduation week (for which time off in lieu will be provided).

Person Specification

ESSENTIAL

- A passion for dance
- Minimum of 3-5 years' experience of working in marketing
- Understanding of: PR/media relations, marketing, communications campaigns (including print, advertising, and digital communications) and promoting to ticket-buying audiences
- Experience of creating social media, WordPress (essential) and MailChimp (desirable), Canva (essential), along with image and video editing experience (desirable)
- Experience of managing budgets
- Experience of working with external agencies
- Excellent communications skills and good EQ
- IT skills (database and Excel in particular)
- Strong communication skills with a high level of spoken and written English
- Numeracy skills, research skills, analytical skills
- Ability to multi-task in a busy environment with good organisational skills
- Interest in arts/performing arts and dance/higher education

DESIRABLE

- Understanding of the dance industry and or vocational training
- Collaborative and a good team player, ability to take the initiative, flexibility, desire to build a career in arts/education communications

Terms and Conditions

The post is being offered on a permanent basis and will be offered with an initial 6 month probationary period (in line with Central's policy).

This post is based at The Countess of Wessex Studios, 21-22 Hatfields, Paris Garden, London SE1 8DJ.

The postholder will be expected to work onsite with the possibility of homeworking one day a week, to be agreed with the line manager.

The hours of work are 7.5 hours per day (excluding breaks), 5 days per week Attendance at some weekend and evening events may be required.

In line with School Policy, this post requires a Disclosure & Barring Service Enhanced Disclosure.

Holiday Entitlement = All English Bank & Public Holidays, plus 20 days per annum, rising to 25 days after completion of two years' service plus the period between Christmas and New Year at the Director's discretion.

Access to a workplace pension scheme with BC & E (People's Pension) and enrolment with employer contributions at currently 3% of salary (subject to eligibility criteria).