



Job Title	Marketing Manager
Reports To	<i>Head of Department</i>
Line Management For	Marketing Officers (2 x 0.8 FTE posts)
Department	Marketing, Admissions, Development & Commercial
Location	Downside Road site, with input at other relevant locations. Hybrid working by agreement, ensuring business and operational needs are met.
Hours	0.5 FTE (20 hours / 2.5 days per week). Occasional evening or weekend work may be required for specific productions, campaigns, or events.
Salary	£16,000 – £18,000 Pro-rata based on full-time band of £32,000 – £36,000 FTE
Contract Type	Fixed-Term Contract until July 2027 <i>(with the option to extend)</i>
Benefits	• Flexible working hours according to business needs • Complimentary tickets to Theatre School productions • Invitation to annual screening of students' film work • Join alumni masterclasses • Parking space on a first-come-first-served basis • Bring your (well-behaved) dog to work • Employee Assistance Programme • Supportive and friendly environment.
Pension	4% employer and employee contribution into workplace pension.
Holidays	Pro-rata of 25 days per holiday year plus bank holidays, plus TOIL when worked.
Notice Period	Two months, upon successful completion of probationary period.

Probationary	Three months.
Contract period	This is a fixed-term role until the end of July 2027 (with possible extension, subject to board approval.)

Purpose of the Role

The main focus of the Marketing Manager is to oversee the planning and delivery of the School's marketing activities.

The post-holder will drive student recruitment across all full-time degree courses as well as short courses for adults and young people.

Additionally, the role leads production marketing for the School's annual programme of theatrical productions, provides key marketing and event support for fundraising and development initiatives, and serves as an active brand ambassador for the School.

Working closely with the Head of Department, the Marketing Manager line manages two Marketing Officers and collaborates across teams with the Admissions Manager, Event Manager / Designated Safeguarding Lead, and Development Officer.

Key Relationships

- **Line Manager:** Head of Department
- **Direct Reports:** Marketing Officers (x2)
- **Key Internal Collaborators:** Admissions Manager, Event Manager / Designated Safeguarding Lead, Development Officer, Artistic Director, and Academic/Production teams.

Duties and Responsibilities

1. Student Recruitment Marketing (Full-Time & Short Courses)

- **Full-Time Course Recruitment:** Plan and deliver targeted marketing campaigns to drive applications and enrolments across all full-time degree programmes, working in close partnership with the Admissions Manager.
- **Adult & Youth Short Courses:** Oversee marketing strategies to promote short courses, summer schools, and participation opportunities for both adult learners and young people.
- **Applicant Engagement:** Implement digital campaigns and communication journeys to nurture prospective students from initial inquiry through to application, audition, and registration.

2. Production Marketing & Public Events

- **Annual Production Season:** Lead marketing campaigns for the School's annual

programme of theatrical productions, defining key selling points, managing ticketing/box office promotion, and maximizing box office revenue.

- **Showcase & Event Support:** Partner with the Event Manager and production teams to promote public showcases, industry events, and production 'guest nights'.

3. Support for Fundraising & Development

- **Fundraising Campaigns:** Support the Development Officer with campaign collateral, digital promotion, and communications to boost fundraising drives, donor engagement, and alumni relations.
- **Development Events:** Provide marketing coverage and promotional assets for key fundraising and stewardship events.

4. Brand Ambassadorship & Leadership

- **Brand Ambassador:** Act as a champion and guardian of the School's brand, ensuring corporate identity, tone of voice, and messaging are maintained across all internal and external communications.
- **Line Management:** Directly line manage, coach, and guide two Marketing Officers, delegating tactical delivery and ensuring workload is prioritized effectively within a 0.6 FTE model.
- **Cross-Departmental Collaboration:** Foster strong, collaborative working relationships across the department, particularly with the Admissions Manager, Event Manager, and Development Officer.

5. Campaign Analytics, Digital Insight & Compliance

- **Performance Tracking:** Monitor campaign efficacy across digital channels (SEO, PPC, social media, email, website) to optimize return on investment and reach target audiences effectively.
- **Regulatory Compliance:** Ensure all marketing collateral and data handling comply with legal frameworks, including GDPR, ASA guidelines, CMA regulations, and OfS requirements.

There will also be other duties and responsibilities that may be assigned by your line manager, within reasonable expectations and in support of the Charity and Schools operations.

Person Specification

Essential Skills & Experience

- **Focused Marketing Experience:** Proven experience in planning and executing marketing strategies aimed at recruitment/sales, audience development, or course promotion.
- **Student Recruitment / Course Promotion:** Experience in managing campaigns to recruit students or participants for courses, workshops, or educational programmes.
- **Production / Event Promotion:** Track record of promoting live performances, productions, or public events.
- **People Management:** Direct line management experience, with the ability to lead,

- delegate to, and develop marketing staff.
- **Cross-Functional Collaboration:** Highly collaborative approach with strong interpersonal skills to work seamlessly alongside Admissions, Event Management, and Development teams.
- **Brand Stewardship:** Proven capability to act as a brand ambassador, maintaining high standards of visual identity and editorial tone.
- **Digital & Analytical Skills:** Experience using digital marketing tools, analytics, and CRM systems to guide decision-making and measure campaign success.
- **Time Management:** Meticulous organizational skills to prioritize demands effectively within a 0.6 FTE (3 days/week) working arrangement.

Desirable Skills & Qualifications

- Degree or professional marketing qualification (e.g., CIM).
- Professional background within performing arts, higher education, or the cultural sector.
- Understanding of fundraising marketing or donor stewardship.

This document describes the job as it is presently constituted. It is the practice of the Theatre School to examine job descriptions periodically and to update them in consultation with the post-holder.