



Imperial Society of Teachers of Dancing

Job Profile - Marketing and Communications Manager (Part-time 20 hours a week)

Company Summary

The Imperial Society of Teachers of Dancing (ISTD) is a registered educational charity and membership association. Our mission is to educate the public in the art of dancing in all its forms: to promote knowledge of dance; provide up-to-date techniques for members and maintain and improve teaching standards.

With approximately 6,000 members in over 55 countries worldwide, the Society conducts over 90,000 examinations each year.

The Society aspires to be a world leader in dance education, setting the benchmark for best practice through our extensive syllabi and teacher training. We are committed to becoming a dynamic, future-focused organisation that promotes the social, cultural, physical and educational benefits of dance for all.

Summary of Role

Reporting to the Head of Marketing, the Marketing and Communications Manager is responsible for the delivery of successful multi-channel marketing campaigns that deliver our strategic aims to support membership growth, commercial sales and engagement with target audiences across ISTD, ISTD Academy and ISTD Enterprises.

The Manager will work with stakeholders across the business to create marketing campaigns to: drive attendance at events/courses; conversion of non-member audiences into members; and identify opportunities to increase commercial revenue. Using analytical skills to forecast and identify trends and opportunities, the Manager must be able to articulate and present clear plans and reports.

Working in a fast paced and busy environment the Manager must be able to think creatively and innovatively demonstrating an understanding of both traditional and emerging marketing channels; specifically driving the Society's social media plans to broaden reach and engagement with content.

A brand guardian through and through, the Manager must ensure brand consistency at key touchpoints.

Key Responsibilities:

In addition to working closely with the Head of Marketing and Communication, the Marketing and Communications Manager will also be responsible for:



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- Implement tactical multi-channel marketing campaigns to generate new audiences for our programme of events for teachers and students, working closely with the Head of Events and Event Manager.
- Supporting the Head of Marketing and Head of Membership in delivering recruitment and retention communications.
- Managing the Society's social media activity through community management, content creation and providing a monthly content calendar and social copy, scheduling social posts across all networks.
- Managing marketing budgets and tracking spend across social media and reporting on ROI.
- Keeping up to speed with the latest social media updates and trends and applying them where necessary to the Society's channels.
- Training staff and members on social media best practice. Providing guidance and resources to maximise engagement.
- Copywriting and proofing for marketing collateral – emails and DM, event material, campaigns, press releases and blog pieces.
- Manage and coordinate creative teams and marketing staff.
- Tracking and reporting on the effectiveness of marketing campaigns. Compiling regular activity reports for the team and senior management.
- Managing the Marketing inbox and answering general requests on behalf of the team.
- Liaising with relevant suppliers - design, print, mailing house suppliers as required.
- Collating content and producing regularly scheduled email newsletters to members and staff
- Conducting research for competitor analysis and new member outreach.
- Writing press releases.
- Monitoring and collating press coverage.
- Liaise and build good relationships with other departments, members and affinity partners.
- Attend events to represent the organisation to help promote the brand and recruit and retain members.
- To support the team with other tasks as requested.

Person Specification

To take up the role, the individual will need to be engaged and motivated in the work and mission of the Society.

The Marketing and Communications Manager must demonstrate:

- Excellent attention to detail.
- Organised and efficient in time management, ability to prioritise and schedule work to meet deadlines.
- At least three years' experience in a marketing role.
- Excellent written communication skills – previous copywriting experience desirable.
- Excellent understanding of social media and digital marketing practices.
- Proactive and able to work on own initiative.
- Confident IT skills desirable: Adobe Creative suite and Microsoft Suite software, Canva, CRM system.



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- Experience using a website CMS.
- Good understanding and knowledge of GDPR, data protection and marketing and advertising best practices.
- A commitment to fairness and to promoting equality, diversity and inclusion.
- A wholehearted commitment to the mission of the Society.
- Critical thinking and good analytical problem-solving skills to support effective decision - making.
- Excellent team player, working flexibly and with others to meet the needs of Members, customers and the organisation.

Advantage

- Knowledge of membership organisations an advantage
- Educated to degree level or equivalent.
- Experience of working within an examination board, awarding body or dance/arts environment.

Working Hours

This is a part-time role, working 20 hours a week.

Additional Information

- This role will be offered on a Hybrid work basis (1 day worked in the office and the remainder of the week can be worked remotely). When working remotely, the postholder will be required to work from home in an environment with a high-speed broadband.
- The office remains open from Monday to Friday and is available for those who would prefer to work in the office environment or have difficulties working remotely.
- Hybrid working will be reviewed on an ongoing basis and employees may need to revert to homeworking, in line with any new government advice.

Remuneration

The annual salary for this position will be a Grade D, (which ranges from £36,017 to £40,000 pro rata per annum), depending on experience. The salary range for 20 hours is £20,581 to £22,857.

Additional Benefits

- **Flexibility;** this role can be worked on a Hybrid basis, (2 days in the office and then one day, Friday can usually be worked from home, *subject to studio bookings*). More information on flexibility is available in the ISTD Hybrid Work Policy.
- **25 days paid holiday** each year (plus the 8 public/bank holidays). In addition, 4 days between Christmas and New Year when our office building is closed; 37 paid days in total. This will pro-rata accordingly for the part time hours worked.
- **Season ticket loan** available.
- **Employer Pension Contribution** matched up to 8%. You will be auto enrolled into the pension scheme after 3 months of employment. Employee contribution must be minimum



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4% and is matched by ISTD to a maximum of 8% (although employees can contribute more than 8%).

- **Employee Assistance Programme**, consisting of 24/7 telephone access to a trained counsellor, financial advisor or a nursing and midwifery council registered nurse. Access to the My Healthy Advantage App with live chat facility, wellbeing videos and articles, mini health checks, 4 week plans for lifestyle changes and a mood tracker.
- **Virtual GP Service**, complimentary 24/7 unlimited access any day of the year. Book appointments, arrange private prescriptions and fit notes anywhere in the world. Second Medical Opinion available – for greater peace of mind. Also covers Dependents.
- **Funeral Concierge Service**, includes easy-to-use will writing tool. When help is needed, the 24/7 Advisors are one phone call away, ready to personalise the funeral plan and compare and negotiate best prices at any funeral home in the world.
- **Life Insurance** ISTD provides employees with Life Insurance benefit provided by MetLife. MetLife provides a death in service benefit, based on a multiple of three times your annual salary, bereavement and probate service to the family. This benefit is available to all employees after they have passed their probation and are below the age of 70 years

Training

The Marketing and Communications Manager will be supported in their new role with an initial induction, followed by guidance on ISTD policies and processes to ensure they feel confident, fully informed and equipped to carry out their responsibilities.

Equal Opportunities

The Society values diversity of thought and experience. We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. If you have any access needs or there are any barriers to access, please let us know this in your application or if you would like to discuss any of this prior to applying please email:

hr@istd.org

Method of Application

To apply please send a letter of application and CV to hr@istd.org. The letter of application should summarise what you are able to bring to the role and how you meet the person specification. The successful candidates will also be required to provide details for two recent references that can evidence skills and suitability to carry out this role, (whether in an employed or voluntary capacity).

The closing date for applications is 25th November at 9.00am