



# Imperial Society of Teachers of Dancing

## Job Profile - Marketing Executive

### 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

We are seeking a dynamic, personable, and proactive marketing executive to support the marketing team. Reporting to the Marketing and Communications Manager, you'll get hands on experience of all aspects of marketing to deliver successful multi-channel campaigns that engage our target audiences and deliver our strategic aims.

You'll be working across all channels – social media (paid and organic), website, emails, blogs, press releases and printed collateral.

While there will be a strong support network in place for you, this is an autonomous, fast-paced and varied role that will require exceptional multi-tasking and prioritising ability to be successful.

### Key Responsibilities:

- Planning the Society's social media activity through active community management and content creation. Developing the content calendar, writing copy, scheduling social posts to achieve high levels of engagement.
- Keeping up to speed with the latest social media updates and trends and applying them where necessary to the Society's channels
- Assisting the team to develop and implement tactical multi-channel marketing campaigns to generate new audiences for our suite of event programmes and help meet sales targets
- Taking briefs from stakeholders across the business and assist in the implementation of tactical multi-channel marketing plans
- Assisting with the co-ordination and production of marketing and promotional collateral for members to access and use
- Liaising with relevant design, print, mailing house suppliers as required
- Collating content and producing regularly scheduled email newsletters to members and staff



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- Copywriting for mail campaigns, press releases and occasional blog pieces
- Supporting the team to coordinate advertising and sponsorship for event programmes, email bulletins and Dance magazine
- Displaying an excellent awareness of the benefits of membership of the Society and understanding of the membership journey – identifying opportunities to maximise value and engagement
- Managing the marketing team inbox and answering general requests on behalf of the team
- Assisting with CMS updates in Web Updates inbox
- Providing administration support for the marketing team
- Compiling regular activity reports for the team and senior management
- Conducting research for competitor analysis and new member outreach
- Monitoring and collating press coverage
- Liaise and build good relationships with other departments
- Be a brand champion
- 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 of Marketing Executive, the individual will need to be engaged and motivated in the work and mission of the Society and must demonstrate:

- Excellent attention to detail
- At least two years' experience in a marketing role
- Organised and efficient in time management, ability to prioritise and schedule work to meet deadlines.
- 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.
- 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.
- Good analytical problem-solving skills.
- Excellent team player, working flexibly and with others to meet the needs of Members, customers and the organisation.

## Advantage

- Educated to degree level or equivalent.
- Knowledge of and an interest in dance education and training and the wider dance arts environment.



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## Working Hours

This is a full-time role, working 35 hours a week, from Monday to Friday from 9am to 5pm, with a one-hour lunch break.

Flexibility to cover events or exhibitions outside of normal working hours, such as during the weekend, may be required. This will be occasional and sufficient notice will be provided. Time off in lieu (TOIL) will be earned for any agreed overtime outside of contracted hours.

## Additional Information

- This role is offered on a Hybrid work basis (**40% in the office and the remainder of the week working remotely**). When working remotely, the employee will be required to work from home in an environment with a high-speed broadband.
- The office remains open from Tuesday to Thursday 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.

## Remuneration

The annual salary for this position will be a Grade B, (which ranges from £26,051 to £30,580 per annum), depending on experience.

## Benefits

- **Flexibility:** this role can be worked on a Hybrid basis, (**40% in the office and the remainder of the week working remotely**). The Marketing team tend to work from the office on Tuesday and Wednesday. On days working in the office, employees have the option to adjust their start/finish time to avoid busy commuting times. More information 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.
- **Seasonal ticket loan** available.
- Employer **Pension Contribution** matched up to 8%. All employees will be auto enrolled into the pension scheme after 3 months of employment. Employee contribution must be minimum 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.



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- **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.
- The 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 Executive 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](mailto:hr@istd.org)

## Method of Application

To apply as a Marketing Executive please send a letter of application and CV to [hr@istd.org](mailto: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 this role is 25 November 2024 at 9.00am**