



## Digital Marketing Manager

### Job Pack

ArtsEd is a brilliant place to work, full of talented people doing what they love most in the world. For over 100 years, ArtsEd has been at the forefront of performing arts training in the UK, nurturing talent, and inspiring confidence. One of the UK's leading centres of conservatoire education, the training we provide is world-class, inclusive, contemporary, and focused on the constantly evolving needs of the industry in the 21st century.

ArtsEd employs around 170 people in a variety of teaching and support roles, as well as many more on a freelance basis. We expect a great deal from our staff, and in return, we provide a fulfilling, supportive, welcoming, and engaging environment, where people feel comfortable to be creative, open, and able to give their best.



### ArtsEd Higher Education

ArtsEd is one of the UK's leading providers of degree-level conservatoire education. Our Foundation, BA and MA courses in Musical Theatre and Acting, create graduates who are innovative and resilient performers. We prepare our students for both the physical and mental rigours of the performing arts industry through a combination of outstanding vocational training and focused pastoral care. The success of our approach has led to our alumni playing a key role in the success of the UK's creative economy for many years and they include choreographers, directors, and producers, as well as performers.

*The future of this country's theatre tradition depends on centres of excellence such as ArtsEd.*

Lord Lloyd Webber, ArtsEd President

### ArtsEd Day School & Sixth Form

Our Day School & Sixth Form is a national centre of excellence for the study of the performing arts. Founded over 100 years ago, ArtsEd's ethos remains much the same today as it was then: to provide a broad and balanced education, stretching pupils to achieve their academic, artistic, and personal potential.

An independent day school like no other; ArtsEd is an international leader in performing arts education and a local and national leader in its wider academic provision. Our pupils enjoy a high-quality vocational programme delivered by committed and creative professionals, whose expertise instils in our pupils a passion for performance that feeds into all aspects of their educational and personal development. Our students spend time every day doing what they love, encouraging their development into happy, collaborative, and well-rounded individuals, fully committed to holistic education and, at 16+ or 18+, armed with a set of skills and experiences that prepare them for whatever pathway they choose to follow.

#### **What do we offer?**

The energy and passion at ArtsEd are tangible. We are a small, close-knit team, committed to supporting all of our students to achieve their best. We offer competitive salaries and our size means that we are able to provide tailored opportunities for staff to develop their skills and experience through internal and external programmes.

The health & wellbeing of our staff is a key focus and we have teamed up with Simply Health to offer a family-wide health plan that includes the following:

- a full Employee Assistance Programme, including face-to-face counselling and unlimited telephone support
- contributions towards a range of therapies, including sports massage, physiotherapy and chiropractic appointments
- contributions towards dental and optical costs
- 24/7 GP appointments via telephone/webcam
- Lifestyle Discounts

In addition, staff are eligible for the following:

- Cycle to Work Scheme
- a 5% matched pension (after the relevant qualifying period)

#### **What are we looking for?**

The successful candidate will be joining a small team in a uniquely vibrant and friendly environment. They will support the Marketing Manager in the development and delivery of a robust marketing and communication strategy that drives the achievement of recruitment targets across all of our activities and maintains ArtsEd's reputation as a leading provider of conservatoire education.

- Alongside digital marketing expertise, strong design skills, and a delight in analytics we are looking for applicants with bags of initiative, a collaborative working style and a passion for the performing arts. This is an excellent opportunity to play a significant role in the continued success of a thriving organisation.
- You can find out more about us at [artsed.co.uk](http://artsed.co.uk) and you are very welcome to come and visit prior to making an application, just get in touch! [Or you can apply now using our online application form.](#)

<b>Job Description</b>	
<b>Job Title:</b>	Digital Marketing Manager
<b>Department:</b>	Marketing team: Head of Marketing, Digital Marketing Manager, Marketing Officer, PT Marketing Assistant
<b>Reports to:</b>	Head of Marketing
<b>Working Pattern:</b>	Full time
<b>Hours:</b>	40 hours per week with 30 minutes paid lunch break We operate flexible working hours between 8.00am and 6.00pm Occasional evening work is required for events.
<b>Salary:</b>	£35,000
<b>Purpose of the Role</b>	
<p>The Digital Marketing Manager will implement and help develop a new digital marketing strategy, crucial to the ongoing development of ArtsEd’s profile and reputation and the successful delivery of all our programmes.</p> <p>Understanding the needs of current and prospective students and pupils and their parents, and being able to identify digital plans and initiatives which will enable ArtsEd to meet both the long and short-term needs is a central aspect of the role.</p> <p>The Digital Marketing Manager will lead in the planning and implementation of digitally creative and customer focused campaigns and will be responsible for the achievement of student and pupil recruitment targets. They will work closely with senior staff and the rest of the Marketing team to deliver highly effective experiences to all stakeholders and potential stakeholders.</p> <p>The Digital Marketing Manager will be responsible for the continuing development of ArtsEd’s online profile amongst all of our target audiences, including high-level industry connections, potential supporters and the local community, alongside potential students, pupils and parents.</p> <p>In addition, the Digital Marketing Manager will be responsible for ensuring that ArtsEd’s messaging is consistent, innovative and compelling across all platforms.</p>	
<b>Key Responsibilities</b>	
<p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• Plan and execute digital marketing, including SEO/SEM, email, social media and display advertising campaigns in collaboration with the wider marketing team.</li> <li>• Use digital marketing expertise to create effective user funnels to optimize conversion rates, tracking user behaviour in order to refine processes.</li> </ul>	

- Collaborate closely with staff across the organisation to identify storytelling opportunities to ensure a full understanding of ArtsEd's broad range of target audiences.
- Set up digital advertising campaigns through Meta, Google Ads and other platforms
- Utilise excellent graphic design skills to collaborate with the team on the design and delivery of different digital campaigns for all stakeholder groups. This will include mass e-mails, social media posts and digital collateral as required.
- Instrument conversion points and optimize user funnels.
- Monitor social media communications (both comments on posts and direct messages) and respond in a timely and appropriate manner.

### **Design & Brand**

- Be a guardian of the ArtsEd brand, ensuring correct and effective use of our branding and house style both internally and externally.
- Ensure all digital information is accurate, up to date and relevant.
- Ensure ArtsEd embraces and celebrates diversity and inclusion through all digital marketing touchpoints.
- Develop and manage image library including liaising with relevant staff to select images, co-ordinating in-house photography and film requirements, up-dating plasma screen and fulfilling external requests for images.
- Ensure all touchpoints communicate ArtsEd visual identity. Working with the wider Marketing team to review and implement ArtsEd brand architecture structure on digital platforms

### **Graphic Design**

- Create print and digital advertising material using Canva or similar software.
- Design and create in-house digital signage and support the Marketing Officer where needed.
- Support the print production process, liaising with printers and publications, proof reading and adapting print collateral as required.

### **Recruitment**

- Lead on the implementation and delivery of a robust digital marketing strategy to optimise student and pupil recruitment across the whole organisation. This will include:
- Building on existing digital activity to maximise its reach and impact against all of our target audiences, including digital and associated print advertising.
- Managing an associated programme of recruitment focused events and activities, both virtual and face-to-face, to raise our profile and to maximise our enquires, registrations, applications and acceptances across all of our activities.
- Supporting the relevant teams in the delivery of this programme, which will include existing activity e.g. Day School and Sixth Form Open Days, degree audition days and our outreach programme.
- To programme our email marketing conversion communication using software Mailer Lite/MailChimp
- Overseeing the production of all marketing collateral.

### **Social Media**

- Overseeing the planning and delivery of a social media plan that aligns with and enhances all strands of the marketing and communications strategy
- Create engaging and content drive social media assets.
- Oversee and a schedule the delivery of day-to-day social media content
- Work with the marketing officer to Launch as short form video content strategy for all platforms with aligns with the Marketing and organisations strategy.

- Be the expert in understanding movements regarding social networks ensuring ArtsEd has a presence and brand building content on the right platforms.
- To have responsibility for all digital advertising, including social paid adverts.

### Website

- Manage through line managed staff all aspects of the ArtsEd website, ensuring that it remains relevant to all users at all times. This will include:-
- Ensuring factual content is kept up-to-date, imagery and video is regularly refreshed and that the overall site reflects ArtsEd’s unique offer.
- Identifying opportunities to create and update brand focused content
- SEO
- Analytics

### Market Analysis/Planning

- Review and analysis of data to identify competitor tactics, market trends, new opportunities and challenges.
- Ability to understand different audiences and relevant content to ensure successful conversion rates and enhance the student and stakeholders experience.
- Explore new methods for collection of data and how this can be used to improve recruitment processes
- Complete quarterly digital impact reports
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Implement regular surveys of students and staff, collecting quantitative and qualitative material to support marketing and communication campaigns.
- Stay up to date with the latest trends and best practices in online marketing and measurement.
- Shape outcome based on data

### Events

- Work with team on the planning and delivery on a programme of events, including Auditions, Open Evenings and Open Events.

### Other

- Carry out any other duties as reasonably requested.
- Commitment to equity, inclusion and diversity
- Line management of direct report

Person Specification		Assessment Method
<b>Experience</b>		
A minimum of two years’ experience in marketing and communications role	Essential	Application & Interview

A passion for using data insights to review and improve organisations digital marketing output		
Knowledge and experience of the education and performing arts training sector.	Desirable	Application
A track record of planning and delivering successful and engaging digital marketing campaigns.	Essential	Application
Experience of using cloud-based systems such as Later, Canva and Mailchimp similar	Desirable	Application & Interview
<b>Skills &amp; Abilities</b>		
Advanced digital marketing platforms ability	Essential	Application & Interview
A high level of initiative and self-motivation.	Essential	Interview
Ability to motivate team and other line management responsibilities.	Essential	Application & Interview
<b>Additional Information</b>		
<ul style="list-style-type: none"> <li>• The post holder must at all times carry out their responsibilities with due regard to the Arts Educational Schools London Equal Opportunities policies.</li> <li>• The post holder must accept responsibility for ensuring that all policies and procedures are adhered to at all times.</li> <li>• The post-holder must ensure that the staff Code of Conduct is adhered to at all times</li> <li>• The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.</li> <li>• The above list is not exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post.</li> <li>• All members of staff are required to be professional, co-operative and flexible in line with the needs of the post and the school.</li> <li>• ArtsEd is committed to the welfare and safeguarding of all students and pupils and expects all staff to share this commitment.</li> </ul>		