



# Imperial Society of Teachers of Dancing

## Job Profile

### Digital Content Manager

#### 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 120,000 examinations each year. We were recently listed by Ofqual as one of the top 20 largest awarding organisations in England and in the top 5 for delivery of performing arts examinations.

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 looking for a Digital Content Manager.

The Digital Content Manager will work closely with the Membership and Communications Director and Senior Marketing Manager to devise a content strategy that aligns with the company's wider goals to grow membership, raise our profile and engage members with our products and services.

The Digital Content Manager will be responsible for producing relevant and engaging content; writing and editing copy, editing videos and working closely with the team to formulate and deliver creative cross-platform content strategies. The role will also support the delivery of key publications such as Dance magazine and regular newsletters.

We are in the early stages of an organisation-wide digital transformation project and the Digital Content Manager will be part of the project team, with a focus on the website review and wider digital content strategy.

This role will report directly to the Director of Membership and Communications.

#### Key Responsibilities:

In addition to working closely with the Director of Membership and Communications, the Digital Content Manager will also be responsible for the following areas:

- Working with key stakeholders across the business to formulate and deliver a cross-platform content strategy and editorial calendar.



# Imperial Society of Teachers of Dancing

- To manage the website content; establish policies and workflows to review, edit, optimise and archive content to make sure our site continues to be a source of engaging expert, authoritative and trusted information.
- Writing, editing and proof-reading content – ensuring consistent brand tone of voice across all communications and products.
- Managing the production of content; working with marketing team, designers, and external resources such as videographers, writers/ journalists to deliver content.
- To compile and consolidate our tone of voice and style guide documentation and communicate this to staff and content providers, maintain consistency in all comms.
- To have strong digital editing skills.
- Repurpose content for different mediums including social media and video.
- Provide editorial, creative and technical support to team members.
- Track web / social analytics to ascertain engagement and refine strategies and provide regular progress reports.
- Coordinate content across all platforms.
- Ensure compliance to law – PECR, Copyright and GDPR.
- Keeping up to date with industry best practice and monitoring content activities of competitor websites.

## Person Specification

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

The Digital Content Manager must demonstrate:

- Excellent verbal and written communications skills in English.
- **Previous experience working as a content manager or copywriter.**
- Strong skills in creating original content that targets specific audience and company objectives.
- Experience with software for managing / editing film and sound files.
- Knowledge of CMS.
- Knowledge of SEO strategy.
- Experience with Google analytics and web traffic metrics.
- Familiarity with social media strategies.
- Confident using the Adobe Creative suite software.
- Experience of proof-reading.
- A commitment to fairness and to promoting equality, diversity and inclusion.
- A commitment to the mission of the Society
- Proven experience of developing and managing complex procedures in a fast paced, high volume office environment.
- Excellent organisational skills, coupled with the ability to multi-task, prioritise, remain calm under pressure, and see tasks through to completion whilst demonstrating accuracy and strict attention to detail.



# Imperial Society of Teachers of Dancing

- 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.
- Sound IT skills with good working knowledge of Microsoft Office.
- Attitude of personal responsibility and accountability and a flexible, 'can-do' attitude towards the workplace.
- Ability to maintain confidentiality and GDPR data protection legislation requirements.

## Advantage

- Experience of working within a Membership organisation.

## 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.

## Additional Information

- This role will be offered on a Hybrid work basis (2 days 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 Band D, (which ranges from £32,983 to £38,791 per annum), depending on experience.

## Additional Benefits

- **Flexibility;** this role can be worked on a Hybrid basis, (2 days in the office and the remainder can be worked from home). 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.
- **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



# Imperial Society of Teachers of Dancing

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.
- 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 Digital Content 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](mailto:hr@istd.org)

## Method of Application

To apply as a Digital Content Manager 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).