



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 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 seeking a dynamic, personable, and proactive marketing executive to support the marketing team. Reporting to the Marketing Campaign 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 in order to be successful.

Key Responsibilities:

- Assisting the team to develop and implement tactical multi-channel marketing campaigns to generate new audiences for our suite of event programmes.
- 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.
- Keeping up to speed with the latest social media updates and trends and applying them where necessary to the Society's channels.
- 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 learning collateral.



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- Liaising with relevant design, print, mailing house suppliers, as required.
- Collating content and producing regularly scheduled email newsletters to members and staff.
- Copywriting for mail campaigns, press releases and occasional blog pieces.
- Coordinating advertising and sponsorship for events, 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 Content Manager with 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, you will need to be engaged and motivated in the work and mission of the Society. Commitment, engagement and reliability are key to fulfilling your responsibility.

Essential:

- Excellent attention to detail.
- At least two years experience in a marketing role.
- Knowledge of digital marketing practices
- Excellent written communication skills – previous copywriting experience desirable.
- Excellent understanding of social media.
- Proactive and able to work on own initiative.
- Confident IT skills desirable: Adobe Creative suite and Microsoft Suite software, Canva, CRM systems.
- Good understanding of current marketing operations, strategy, and best practice.
- Experience using a website CMS.
- Organised and efficient in time management; meeting deadlines and ability to multi-task.

Advantage:

- Previous experience of working in a membership environment within dance, dance education, arts, training, or similar.



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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 will be offered on a **Hybrid work basis** (2 days working in the office and the remainder of the week working remotely). When working remotely, the Marketing Executive 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 government advice.

Remuneration

The annual salary for this position will be a Grade B - Officers / Coordinators, (which ranges from £23,000 to £26,999 per annum, depending on experience).

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



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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).

Applications Close: Friday 5th August 2022

Interviews: w/c Monday 15th August 2022

Start Date: Monday 1st September 2022 (earliest - flexible dependent on notice period)