



Imperial Society of Teachers of Dancing

Job Profile - Senior Marketing Manager (Temporary role, 12 months)

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 Senior Marketing Manager, on a temporary basis for a 12 month period, who will manage the marketing team to deliver a communication marketing strategy that raises the profile of the organisation, grows membership and increases member engagement with our products and services.

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 Senior Marketing Manager will also be responsible for the following areas:

- Campaign planning and strategy – plan and execute multi-channel campaigns to support the business to promote events, products, services and increase engagement with target audiences.
- Work with the Head of Membership to deliver effective recruitment and retention marketing campaigns.
- Manage associated campaign and advertising budgets, demonstrating return on investment.
- Coordinate, streamline and project manage communications and marketing. Appointing appropriate internal and external resources and managing delivery deadlines.
- Write, edit and proof-reading all marketing materials as necessary.
- Work with the Content Manager and Marketing Executive to deliver social media and digital communications strategy and content creation.



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- Line manage the Marketing Executive, overseeing all brand social media channels and community engagement.
- Manage third party suppliers including agencies, print, photography, digital and video suppliers.
- Internal stakeholder relationship management and communications.
- Brand guardian – ensure that the integrity of the brand is upheld and that all collateral is consistent and inline with guidelines.
- Provide accurate reports to the Director of Membership and Communications and Senior Leadership Team, monitoring the effectiveness of activity through agreed KPIs.
- Work collaboratively across teams, sharing knowledge, tools, best practices.
- Build and maintain an understanding of industry trends to make informed recommendations on marketing briefs.
- Oversee the design requirements for the organisation working with internal and external design and digital teams
- Produce member communications including regular newsletters and solus emails.

Person Specification

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

The Senior Marketing Manager must demonstrate the following:

Experience:

- Proven experience in a hands-on Marketing Manager role.
- Strong creative sense – know what's good design and copy and be able to feedback inline with this.
- Experience managing an internal team.
- Demonstrable experience collaborating effectively with internal and external teams; a consummate team player.
- Experience of working closely with Membership teams and CRM systems to ensure targeted, audience-focused communications and an understanding of the effective and legal use of customer data.
- Experience managing budgets.
- Significant experience in membership and/or stakeholder engagement.
- Experience of building and developing relationships with a range of stakeholders and a demonstrable ability to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas.
- Experience of leading, running and implementing successful membership and/or event marketing campaigns.
- Experience of delivering targeted digital communications, utilising a range of social media platforms, together with experience of using content management systems and bulk email systems (e.g. to update web pages).



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- Educated to degree level or equivalent experience.

Advantage:

- Professional/academic qualifications in communications, marketing or a related discipline.
- Previous Marketing experience at a Membership organisation.

Essential skills:

- A commitment to fairness and to promoting equality, diversity and inclusion.
- A wholehearted commitment to the mission of the Society.
- Excellent communication skills including written, oral, negotiation and presentation skills, a strong understanding of digital communication methods.
- Excellent prioritisation and personal time management skills.
- Excellent written communication skills with the ability to write for a range of audiences.
- The ability to drive creative strategy from idea to execution
- The ability to manage multiple stakeholders both internally and externally
- Creative flair with a strong visual sense. Strong attention to detail and reliable to complete work to quality and timescales.
- A flexible and 'can-do' attitude towards all elements of communication in the workplace.

Advantage:

- Knowledge of and an interest in dance education and training and the wider dance and performing arts sector.

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, for a 12 month period.

Additional Information

- This role will be offered on a Hybrid work basis (**2 days in the office** and the remainder of the week working remotely). When working remotely, the Senior Marketing Manager 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 and employees may need to revert to homeworking, in line with any new government advice.



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Remuneration

The annual salary for this position will be a Grade E – Senior Managers, (which ranges from £40,731 to £ 47,918 per annum), dependant on experience.

Additional Benefits

- **Flexibility;** this role can be worked on a Hybrid basis, (2 days in the office and the remainder working 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. This is pro-rata for part time employees.
- **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.
- 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 Senior Marketing 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



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Method of Application

To apply as a Senior Marketing Manager 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).