



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 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 students 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 students enjoy a high-quality vocational programme delivered by committed and creative professionals, whose expertise instils in our students 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.

In 2024, recognising our outstanding curriculum and performing arts achievements, ArtsEd was awarded a 'significant strength' by ISI, and the School won the ISA National Award for Excellence.

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

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;
- 5% matched pension (after the relevant qualifying period).



Marketing Assistant	
Department	Marketing
Reports to:	<p>Reports to: TBC</p> <p>Line Manages: Content Officer and Marketing Assistant</p>
Key Relationships:	Headteacher, Directors of School, Course Leaders, Head of Short Courses and Outreach, Head of Development.
Working Pattern:	Full time, on site
Start date:	1 February
Salary:	£40,000 per annum
<p><i>ArtsEd is committed to safeguarding and promoting the welfare of children and young people and expects all staff (permanent and visiting) and volunteers to share this commitment; all staff are required to undergo background checks in line with Keeping Children Safe in Education 2024 regulations and to hold an enhanced DBS.</i></p>	
Summary of the role:	
<p>What are we looking for?</p> <p>The Marketing Manager is a mid-level role within the new Enterprise and External Engagement directorate, responsible for co-authoring and executing the institution's marketing strategy. This position involves a blend of commercial planning, team leadership, and hands-on management of both digital and traditional marketing channels to enhance the institution's brand, drive student applications, and support commercial growth.</p>	
Responsibilities:	
Department specific duties and responsibilities:	Responsibilities as a Marketing Manager

Purpose of the Role:

Core Responsibilities

- **Planning:** Support the development and implementation of a multi-channel marketing strategy that supports the institution's 3-5 year growth plan.
- **Team Leadership:** Line manage and mentor the Content Officer and Marketing Assistant, fostering a high-performing and creative team environment.
- **Campaign Execution:** Oversee the execution of all marketing campaigns, including digital advertising, traditional print, OOH (Out-of-Home), and published materials.
- **Brand & PR Management:** Manage the institution's Public Relations (PR) and external communications to ensure a consistent and positive brand image.
- **Digital Management:** Lead and manage website redevelopment projects, ensuring the institution's digital presence is dynamic, user-friendly, and aligned with marketing goals.
- **Reporting:** Provide a robust monthly reporting pack to the Executive Leadership Team for review, detailing campaign performance, key metrics, and strategic progress.
- **Event Support:** Be present and available to represent the institution at key events, supporting admissions and development initiatives.
- Any other duties as reasonably required.

Key Performance Indicators (KPIs)

- Measurable growth in student admissions inquiries and applications.
- Successful execution and performance of digital and traditional marketing campaigns.
- Website traffic and engagement metrics.
- Positive brand sentiment and media coverage.
- Effective management of the marketing budget and team.

Core Competencies & Experience

Experience:

- Proven experience as a Marketing Manager or in a similar senior marketing role, preferably within the education or a related creative sector.
- Demonstrable track record of developing and executing successful, multi-channel marketing strategies.
- Experience in team leadership, with the ability to inspire and manage junior staff.
- Proficiency in both digital marketing (SEO, SEM, social media advertising) and traditional marketing (print, PR).

Skills:

- Exceptional communication, presentation, and leadership skills.
- Strong analytical skills with the ability to interpret data and report on campaign performance.

	<ul style="list-style-type: none"> • Project management skills to oversee website and other large-scale marketing projects. <p>Attributes:</p> <ul style="list-style-type: none"> • A strategic and results-driven mindset with a focus on delivering against KPIs. • A passion for the performing arts and education. • A collaborative leader with the ability to build strong working relationships across departments.
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Background to ArtsEd

	<p>ArtsEd originated from two schools, one founded in 1919 by Grace Cone and one founded in 1922 by Olive Ripman. These two educational pioneers believed passionately in the value of combining a general academic education with specialised training in dance, drama, music and art. They were committed to preparing young people for professional careers in or related to the theatre. In 1939, Grace and Olive joined forces to create the Cone Ripman School, subsequently named the Arts Educational Schools. Dame Alicia Markova and Sir Anton Dolin drew almost exclusively on ArtsEd students to help them create their revolutionary company London Festival Ballet, which eventually became the English National Ballet. Ballerina Dame Beryl Grey became Director of the Schools in the 1960s.</p> <p>ArtsEd continued to innovate, introducing both professional acting and musical theatre courses and in 1986 moved to its present home in Chiswick. In 2007, Lord Andrew Lloyd Webber became President, heralding an auspicious new era for ArtsEd. The Day School and Sixth Form remains the leading school of its kind in the UK with all students possessing outstanding creativity and dedication. Academic results and vocational success are significant, and our Value-Added return is in the top 1% nationally. The School of Musical Theatre and School of Acting offer full-time BA and MA courses. Our Musical Theatre course is recognised as the best in the UK, while the Acting course is praised for its innovative 50:50 split between stage and screen acting. Our outstanding record of graduate success sees nearly every one of our Musical Theatre graduates and over three-quarters of our Acting graduates make their professional debuts within six months of graduating.</p> <p>In addition to vocational training and significant success in the creative arts, each year a number of ArtsEd students move on to Russell Group universities where they study a range of more traditional academic subjects, including English.</p>
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