



Passionate and personal training  
for the profession by the profession

## Job Description

<b>Job title</b>	Marketing & Communications Manager
<b>Line manager</b>	Director of Drama Studio London
<b>Responsible for</b>	Ad-hoc speakers, photographers, graphic designers, industry contacts
<b>Consult with</b>	Media Technician Editor, Subject Leads, Scheduler, Programmes Coordinator, Production staff, Director of DSL, Course Leaders (MA & MFA), and the Director of Studies/Quality Lead
<b>Standard working hours</b>	9.30- 5.30pm these times may alter, and each day's precise hours may vary according to the demands of the day, and the offset teaching hours of each course. There will be a degree of flexibility each working week

### Main purpose of the job

The Marketing and Communications Manager is responsible for the development, review and publication of information about all courses and activities within the scope of DSL (across all media), contributes to the positioning and shaping of events and activities to support the DSL strategic plan and represents and communicates the ethos/values and activity of DSL in its intersection with the multiple audiences/stakeholders across various media. The role operates as a first point of information for industry external stakeholders, and ensures graduating students are effectively marketed and introduced to the industry. This includes the creation of the graduating year book, public facing performance promotional materials, and assisting the Director in the development and execution of industry talks and masterclasses.

### Key areas of responsibility

#### DSL EXEC Management

- Provides annual report in respect of graduate showcase, industry engagement and employment destinations
- Liaise directly and regularly with the PG Course Leaders, the Director of Studies/Quality Lead and Director of DSL to ensure effective and holistic comms and delivery of the provision

#### Task/Responsibility Management:

- Liaise with the Director of DSL to ensure a coherent and viable comms plan is maintained
- Liaise with Director of DSL, PG Course Leaders, and the Director of Studies/Quality Lead to ensure current, accurate information is provided on the DSL website, and is reviewed and updated in a timely fashion
- Liaise with Director of DSL to ensure current short course activity is promoted and co-ordinated
- Co-ordinate, write and edit ongoing content for the DSL website, and other print and online media
- Co-ordinate and contribute to routine social media posts and campaigns
- Schedule and promote Industry talks programme events, attending and introducing
- Co-ordinate, promote and attend Open days and outreach activity across the year
- Co-ordinate, promote and attend external recruitment events and fairs
- Co-ordinate, promote and manage bookings for Industry/audience attendance at Showcases and Grad shows, including streaming activity where needed
- Co-ordinate, promote and manage any additional social events and short courses
- Contribute to and promote the school's Christmas/community tours

- Design and or commission design for all DSL artwork in line with brand guidelines, including adverts, grad book, agent packs, performance programmes, performance posters, media banners etc in both print and online formats
- Design and commission branded merchandise for in house and external purposes for Friends of Drama Studio London
- Schedule photography for DSL events, production shots and illustrative imagery (teaching, resources, facilities)
- Book and place advertising for DSL, including staff recruitment
- Ensure DSL subscriptions and accounts across platforms such as IMDbPro, Vimeo, X (formally twitter), Instagram, LinkedIn and Facebook are up to date and accessible
- Build and maintain relationships with DSL alumni and track graduate destinations

#### **Quality Assurance:**

- Provide termly reports in respect of graduate industry engagement, employment destinations, industry attendance/events
- Contribute to the development of DSL wide quality assurance processes and documentation to include e.g. CDMT review, UWL Education review
- Maintain and implement routine surveys and activities to collect quality data as needed
- Manage information review time frames for external content such as website, and set deadlines as necessary for other contributors

#### **Information Management**

- Oversee, review and refresh all DSL website content including prospectus related information across all courses
- Oversee all posts and content published through social media platforms
- Oversee all information comms developed by DSL for an external audience
- Maintain up to date contact lists in line with current GDPR regulation for Alumni Grads, Industry Contacts, Local Schools/colleges, and other DSL networks
- Maintain and update accurate DSL information on third party platforms and directories (such as Spotlight, FDS, The Stage, CDMT)
- Maintain and update DSL photo library, and supply credited images where required.
- Routinely capture and report data in respect of graduate destinations, grad industry engagement for annual review
- Routinely capture data in respect of marketing activity impacts to inform marketing strategy, including appropriate diversity

#### **Teaching/Student Interface:**

- Provide briefing sessions to graduating year students around the requirements of materials such as head shots for marketing purposes
- Communicate with students around deadlines for supplied marketing materials, and indicate when better attention needs to be paid to specific requirements
- Supply informal (not assessed) feedback when materials do not meet prescribed briefs requirements

#### **External Duties:**

- Develop and maintain relationships with the profession and industry such as venues, agents and casting directors
- Attend network meetings such as FDS marketing group to represent DSL
- Deputise on occasion for the Director of DSL as a facilitator of Q and A/ industry guest discussion sessions

#### **General -All Staff are expected to:**

- Actively support equality of opportunity and equity of treatment to colleagues and students in accordance with the DSL Equal Opportunities policy.
- Undertake such other duties within the scope of the post as may be requested.
- Help maintain a safe working environment by following local codes of safe working practices and the DSL Health and Safety Policy
- Operate through and abide by all other policies and processes established within DSL in line with UWL

- Continue to develop their professional expertise and keep abreast of emerging good practice in the sector and the industry.

In addition to the above areas of responsibility, the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of Drama Studio London.

### Person Specification-Marketing & Communications Manager

Criteria	Essential	Desirable
<b>Qualifications and/or membership of professional bodies</b>	Educated to degree level / or an equivalent level of skills, knowledge and experience	Postgraduate qualification
<b>Knowledge and experience</b>	<p>Excellent experience in a role undertaking marketing and/or communications activity in a performing arts or education environment</p> <p>Excellent personal network of creative industry specialists</p> <p>Experience of working and negotiating with internal senior managers and stakeholders</p> <p>Experience of writing engaging and informative content for marketing platforms</p> <p>Good understanding of and enthusiasm for marketing and communications</p> <p>Experience of using content and website editing systems e.g. (WordPress)</p> <p>Experience of creating, scheduling and posting social media content that is engaging for industry members, young people and their parents/carers</p> <p>Experience of adhering to a corporate visual identity/brand</p>	<p>Experience of working in a university or education press office.</p> <p>Knowledge of GDPR and how it applies to the capture and use of marketing data.</p>
<b>Specific skills to the job</b>	<p>Excellent communication skills, both written and verbal, with evidence of being able to work under pressure and meeting tight deadlines</p> <p>Sensitive understand of the complexities of professional actor training</p> <p>Able to develop and deliver proactive media campaigns</p> <p>Ability and awareness to work to online brand guidelines</p>	<p>Knowledge of and familiarity with using WordPress - a web content management system</p>

	<p>IT proficient including Word, Excel, PowerPoint, Outlook</p> <p>The ability and willingness to maintain focus, take difficult decisions and to deliver</p> <p>Excellent understanding of creative industry expectations, trends, and networks</p> <p>Good understanding of the needs and expectations of parents, teachers, young people, adult learners and hobbyists interested in the performing arts</p> <p>High level of customer service</p>	
<b>Other</b>	Some evening and weekend working is expected with notice for auditions and performances, TOIL taken accordingly	
<b>Disclosure and Barring Scheme</b>	This post does not require a DBS check	
<p><b>Essential Criteria</b> are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.</p> <p><b>Desirable Criteria</b> are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.</p>		