

# TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

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## INTERIM DEPUTY HEAD OF STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS

FULL-TIME, 12 MONTHS (MATERNITY COVER)

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## INTERIM DEPUTY HEAD OF STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS (MATERNITY COVER)

**Contract: Full-time, 12 Months Fixed term**

**Salary: £40,290 to £47,112 p.a. (Including LWA)**

Trinity Laban Conservatoire of Music and Dance is a forward thinking, contemporary and world-class Higher Education Institution with a vision to redefine the conservatoire for the 21<sup>st</sup> century. At the leading edge of music and dance training, it provides specialist education of the highest quality, which reflects the increasingly collaborative world of artistic practice and supports the lifelong career development of students and professional performing artists.

The main remit of the post is to promote to ensure the successful recruitment of students from the UK and overseas to add to an already diverse and talented student body, across music and dance. You will take the lead on recruitment from Europe and North America, as well as supporting colleagues with work in other regions and with campus-based events. You will also be responsible for developing and maintaining sustainable partnerships with institutions overseas, actively seeking opportunities for joint projects and staff and student exchange.

The post holder will further develop mutually beneficial relationships with schools, agents and partners, whilst developing new contacts for Trinity Laban. You will identify and leverage promotional opportunities across target markets, attending targeted educational events, and hold presentations with schools and recruitment fairs. You will organise overseas auditions, masterclasses and workshops, working closely with Academic colleagues. You will work closely with colleagues in Learning and Participation, Registry and Alumni Relations, to ensure that Trinity Laban recruits suitable students from diverse backgrounds, to meet our programme and instrument needs.

Educated to degree level, you will have a minimum of 3 years' experience of a relevant role in student recruitment. You will have a strong understanding of educational recruitment practices and marketing and communications skills, including use of social media. You will be able to confidently represent the Conservatoire internally and externally to a range of stakeholders including senior management and government or embassy officials. Experience and knowledge of music and/or dance and/or working in a conservatoire environment would be extremely desirable.

As an equal opportunities employer we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

If you think this might be just the job for you, please register an account with our eRecruitment system (or login if you have an account) and complete an online application form using the following link <https://jobs.trinitylaban.ac.uk/>

Please note all applications submitted will be shortlisted anonymously by our recruiting panel, so please ensure that your name and personal details are not included within your supporting statement, otherwise we will not be able to consider your application.

**Closing Date: Monday, 29 May 2023 at 23:59 hours BST (No Agencies)**

**Interview Date: Monday, 12 June 2023**

For any queries about this position that are not covered in the job pack, please email Katerina Filosofopoulou, our Talent Resourcing and Organisational Development Officer on [staffrecruitment@trinitylaban.ac.uk](mailto:staffrecruitment@trinitylaban.ac.uk).

*All of our taught programmes are validated by Trinity Laban Conservatoire of Music and Dance. Research degrees are validated by City, University of London.*

*Trinity Laban Conservatoire of Music and Dance is a company limited by guarantee registered in England and Wales Company No. 51090. Registered Charity No. 309998.*

## JOB DESCRIPTION

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|-------------------------|--|
| <b>Post:</b>            | Interim Deputy Head of Student Recruitment and International Relations (Maternity Cover) |
| <b>Department:</b>      | Student Recruitment and International Relations  |
| <b>Reporting to:</b>    | Head of Student Recruitment and International Relations                                  |
| <b>Grade:</b>           | Grade 7  |
| <b>Contract:</b>        | Full-Time, fixed term 12 months (maternity cover)  |
| <b>Line management:</b> | Student Recruitment and International Relations Administrator                            |

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## PURPOSE OF ROLE

- Under the direction of the Head of Student Recruitment and International Relations, to deliver the European and North American Student Recruitment and Partnership strategic marketing plans including organising and attending engagement activity and auditions in market
- To identify, develop and nurture strategic institutional partnerships with international schools and HEIs to support student recruitment and wider institutional internationalisation goals with a particular focus on building bilateral partnerships in post-Erasmus Europe
- To line manage the SRIR Administrator, ensuring they are supporting the team effectively and gaining appropriate development opportunities
- To work with the Alumni Relations team and faculty staff to develop relationships with alumni and other contacts who can support the work of Trinity Laban overseas
- To manage Agent relationships and contracts across all international markets
- To work with the Data and Insight Manager to ensure effective delivery of the OPEN CRM project, and to develop market research tools to evaluate the effectiveness of our work and provide regular reports to management on progress against KPI's

## MAIN DUTIES

### A. Strategic Plan

- With the Head of Student Recruitment and International Relations, develop, implement and evaluate strategic marketing plans for international markets and ensuring effective delivery against relevant KPIs.
- Research, implement, monitor and evaluate relevant strategies for conversion in international markets, in order to ensure maximum return on investment from recruitment activities.
- To be responsible for the continued development and delivery of the post-brexit European recruitment strategy and the USA Strategy
- To work with the SRIR Manager and SRIR Officer to ensure consistent representation to TL across all markets, in accordance with the overarching SRIR Strategy

**B. Relationships**

- Identify, develop and manage successful relationships with a wide range of external stakeholders including partner institutions, agents, embassies and sponsors, the British Council and other organisations, providing marketing support and effective training as required.
- Develop strong internal relationships with key internal stakeholders including Registry, Learning & Participation, Student Services, both Faculties, and colleagues across Corporate Affairs (including Marketing & Communications, Alumni Relations, Development and Data Management) in order to effectively carry out recruitment activity.

**C. Recruitment & Marketing**

- Contribute through effective student recruitment to the establishment of Trinity Laban's reputation as a world-class Conservatoire of first choice for talented students.
- Identify, Attend and represent Trinity Laban at appropriate recruitment events in relevant overseas markets, and occasionally in the UK and other markets as required.
- Organise and manage overseas auditions in relevant countries, ensuring effective marketing, a positive on the day experience and appropriate follow up to maximise applications and conversion.
- Seek out and organise opportunities to deliver workshops, masterclasses and other practical music, dance and musical theatre related activity and key feeder institutions in the UK and overseas, working with appropriate faculty colleagues.
- Working with the Brand and Communications department, develop targeted promotional materials, web-based resources and social media campaigns to support recruitment activities, and ensure website content is accurate and up to date for prospective students from all markets, including producing content in foreign languages where appropriate.
- Working with the Brand and Communications department, support the production and distribution of the prospectus and other recruitment materials, both print and digital.
- Manage internal visits from delegations of staff or students from international partners or embassies
- Work as part of a team to deliver large scale UK recruitment events such as Open Days.
- Monitor and evaluate the effectiveness of recruitment activity using qualitative and quantitative data and use this to inform development of strategy.
- Contribute to the development of the CRM to ensure robust collation of recruitment data and high levels of customer satisfaction.

**Widening Participation**

- Contribute to the delivery of Trinity Laban's Widening Participation and Access work, relating to student recruitment as defined in the Student Recruitment Strategy and by attending relevant committee meetings as necessary.

**Management Responsibility**

- Under the direction of the Head of Student Recruitment and International Relations, contribute to the overall strategic planning and direction of the team, with especial responsibility for Europe and North American markets.

- Line manage the work of the SRIR Administrator, ensuring they provide appropriate support to the team and are able to access suitable development and training activities.
- Manage the international student recruitment budgets for relevant regions, and oversee the financial processing work of the SRIR Administrator, ensuring good financial processes are in place for monitoring team expenditure and delivering activity on budget.
- Deputise for the Head of Student Recruitment and International Relations at internal and external meetings.
- Produce regular reports and presentations on recruitment activities.

#### **Other**

- Undertake such other reasonable responsibilities and tasks which may, from time to time, be assigned by the Head of Student Recruitment and International Relations.
- Be prepared to work outside normal working hours, including evening/weekend work and extended travel for which time off in lieu will be given.

The post holder must be able and prepared to undertake extensive travel in the UK and overseas (up to twelve weeks per year).

#### **THE POST HOLDER MUST:**

- At all times be committed to Trinity Laban's Equality and Diversity Policy.
- Adhere to all policies and procedures relating to Health and Safety in the workplace.
- Promote the profile and image of the Department, the instructional portfolio of programme offerings and the Conservatoire wherever possible;

#### **CONSERVATOIRE VALUES:**

- All staff are expected to operate in line with Trinity Laban's Terms and Conditions for staff, which set out the principles of how we work together. More information about the Conservatoire's vision, mission and values is available at:  
<https://www.trinitylaban.ac.uk/about-us/governance/our-vision>

Trinity Laban has a no smoking policy on its premises.

*The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.*

## INTERIM DEPUTY HEAD OF STUDENT RECRUITMENT AND INTERNATIONAL RELATIONS (MATERNITY COVER) - PERSON SPECIFICATION

| Criteria                          | Specification   | E/D       | Measured By                            |
|-----------------------------------|---|-----------|--|
| <b>Education/Qualifications</b>   | A first degree and / or relevant experience   | Essential | Application                            |
|                                   | An excellent knowledge of market research techniques and customer relationship marketing and its application to Student Recruitment   | Essential | Presentation/Interview                 |
|                                   | A professional qualification in marketing   | Desirable | Application                            |
| <b>Experience</b>                 | At least three years experience in relevant role in HE student recruitment and an excellent knowledge of both UK and international HE markets   | Essential | Application/<br>Presentation/Interview |
|                                   | Experience of managing staff, resources and/or budgets  | Essential | Interview                              |
|                                   | Experience and knowledge of music and/or dance  | Desirable | Interview                              |
|                                   | Experience of managing international recruitment agents, developing contracts, monitoring performance targets and establishing and terminating relationships as appropriate.                    | Desirable | Interview                              |
| <b>Knowledge or Understanding</b> | An understanding of, and commitment to, Equal Opportunities   | Essential | Interview                              |
|                                   | An ability to communicate with people from different cultures and backgrounds   | Essential | Interview                              |
|                                   | Ability to speak one or more modern European languages  | Desirable | Application                            |
| <b>Skills and Abilities</b>       | Excellent project and event management skills   | Essential | Application/Interview                  |
|                                   | Excellent interpersonal and internal/external relationship building skills including the ability to meet with senior representatives from foreign governments                                   | Essential | Interview                              |
|                                   | Effective negotiation skills with the ability to influence others' thinking at a senior level.  | Essential | Interview                              |
|                                   | A self-starter able to prioritise, meet deadlines and deliver multiple and simultaneous projects, often working across time zones   | Essential | Interview                              |
|                                   | The ability to integrate student recruitment activity across all relevant departments and stages of the student experience.   | Essential | Presentation/Interview                 |
|                                   | Excellent management skills with the ability to set objectives, build team morale and monitor performance of individuals and achievements of the team, ensuring standards are met and enhanced. | Essential | Interview                              |
|                                   | Excellent oral and written communication skills including the drafting and presentation of policy documents   | Essential | Application/Presentation               |
|                                   |   |           |  |

|                                     |  |           |                        |
|-------------------------------------|--|-----------|------------------------|
| <b>Personal Qualities</b>           | The ability to apply in-depth knowledge and use judgement and creativity to investigate and resolve non-standard problems within area of responsibility. | Essential | Presentation/Interview |
|                                     | The ability to motivate and inspire a team   | Essential | Interview/Application  |
|                                     | Interest in the creative performing arts, particularly music, musical theatre and contemporary dance   | Desirable | Application            |
|                                     |  |           |                        |
| <b>Special Working Requirements</b> | Be prepared to work outside normal working hours, including evening/weekend work and extended travel.  | Essential | Interview              |
|                                     | The post holder must be able and prepared to undertake regular travel in the UK and internationally.   | Essential | Interview              |
|                                     |  |           |                        |

## CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

|                           |  |
|---------------------------|--|
| <b>Contract:</b>          | Full-time, fixed term (12 months), subject to a 6-month, probationary period.  |
| <b>Hours:</b>             | 35 hours per week, usually from 9.00 am to 5.00 pm Monday to Friday, (with a daily lunch break of one hour). This role involves evening and weekend working and frequent international travel, for which time off in lieu will be given.   |
| <b>Location:</b>          | You will usually be based at the Faculty of Music (King Charles Court, Old Royal Naval college but may also be required to work at the Faculty of Dance (Laban building, Creekside).   |
| <b>Salary:</b>            | The salary for the post will be in accordance with Trinity Laban's Staff Salary Scale, Grade 7, Incremental Points 22-29, £40290 to £47112 p.a. inclusive of a London Weighting Allowance of £3,957 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts. Appointments will be made at a point on the scale commiserate with the successful candidate's skills and experience. |
| <b>Holidays:</b>          | 25 days p.a. in addition to Statutory, Bank and Public Holidays. Please note, only full calendar months will count.  |
| <b>Sick Pay:</b>          | Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible for benefits in excess of this under Trinity Laban's own sick pay scheme.  |
| <b>Pension Scheme:</b>    | The successful candidate will be auto-enrolled into the Universities Superannuation Scheme, if they meet the qualifying criteria. Employees contribute at the rate of 9.6% of their pensionable salary. The Conservatoire pays the Employer's contribution currently at the rate of 21.1% of pensionable salary  |
| <b>Staff Development:</b> | A range of Staff Development opportunities are available.  |
| <b>Library:</b>           | The Laban Library & Archive (Faculty of Dance) and the Jerwood Library of the Performing Arts (Faculty of Music) are available for use.  |
| <b>Car Parking:</b>       | A limited number of parking spaces are available at the Laban Building, subject to availability.   |
| <b>Cafeteria:</b>         | Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.  |
| <b>Events:</b>            | There is a wide range of music and dance performances each week, many of which are free to members of staff.   |
| <b>Classes:</b>           | Reduced rates access to Adult Classes.   |
| <b>Eye Care:</b>          | Vouchers for eye tests are available for VDU users.  |
| <b>Health:</b>            | Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.  |
| <b>Cycle to Work:</b>     | A cycle to work scheme is operated.  |
| <b>Give as you earn:</b>  | A give as you earn scheme is operated.   |



## INFORMATION ON TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

Trinity Laban Conservatoire of Music and Dance is the UK's only conservatoire of music and contemporary dance. The unequalled expertise and experience of its staff, and its world class facilities housed in landmark buildings, put Trinity Laban at the forefront of vocational training in music, musical theatre, and dance.

Our history goes back to 1872 with the founding of Trinity College of Music in London. Trinity College of Music merged with Laban (founded in 1946) in 2005 to create Trinity Laban, now home to a creative and cosmopolitan community of students, teachers and researchers from around the globe.

We have a reputation for innovation and forward-thinking, and are focused on training students for life-long careers in our art forms. Each year we welcome over 1,000 students from over 60 countries to follow undergraduate, postgraduate and research programmes. Thousands more people enjoy music, dance and health activities as part of our lively performance and outreach programmes.

Our unrivalled roster of teaching staff includes respected academics, performers, composers and choreographers. Many of them are active researchers who push at the boundaries of their art forms, and extend our understanding of artistic and educational practice. We also welcome leading visiting artists, ensembles and companies from around the world, so our students benefit from working directly with today's top performers.

We work together in a number of outstanding locations, including the 17<sup>th</sup>-century Old Royal Naval College at Greenwich (a World Heritage Site), the Stirling Prize-winning Laban Building in Deptford, and the magnificent Grade II listed Blackheath Halls. Our world-class facilities include state-of-the-art practice rooms and dance studios, flexible performance spaces and internationally famous libraries. Students also have access to the cultural wealth of London, and regularly perform at its leading venues.

To find out more, visit [trinitylaban.ac.uk](http://trinitylaban.ac.uk)