

# APPLICATION PACK



**Post title** Head of Marketing and Communications  
**Salary** Competitive Salary  
**Hours** Full-time (37 hours)  
**Contract** Permanent

## OVERVIEW

The Scottish Institute is committed to providing the very best performing arts training. We are the only CDMT accredited school in Scotland with an enviable track record of graduates performing in the West End and beyond. We are looking for a creative and dynamic Head of Marketing and Communications who can establish an outstanding marketing strategy for the Institute and gradually build up a dynamic team to carry out that strategy.

Although our origins go back 20 years, the SI is at an exciting stage of its development. Having just changed our name and developed our new logo, we are about to launch new programmes, so we need to let the world know about our plans, courses and our determination to become a creative hub for the Performing and Mediated Arts. Social media, PR, publicity, marketing and ticket sales campaigns are a vital part of this process, and the post-holder will develop a marketing and communications strategy alongside our emerging 2030 and Beyond Strategy.

We deliver our programmes to the highest professional standards at our wonderful campus in Livingston, just outside Edinburgh. The successful candidate will report to the Principal. From our youth academy to our postgraduate courses, we 'talk' to diverse audiences, not to mention the creative arts industries. This is a great opportunity for somebody committed to developing the potential of young performers and creatives.

You will have a degree or higher and/or outstanding professional experience across a range of marketing and communications activities. You will understand the need to focus on diverse audiences at home and abroad, and you will be a do-er, as well as a manager of a team. You will be a great team player and understand the very specific needs of the Performing and Mediated Arts sectors. You will have an impressive portfolio of work that will clearly demonstrate how that work could revolutionise the Institute's profile. Working alongside a Head of Outreach, Production Manager and academic team, your work will tie together all the strands of the SI's business.

**Job Title:** Head of Marketing and Communications

**Line Manager:** Principal

**Responsible to:** Principal

**Responsible for:** TBC

**Works with:** Business Administrator  
Head of Outreach and Youth Academy  
Head of Admissions  
External agencies

## Roles and Responsibilities

- Overview** The Heads of Marketing and Outreach and Youth Academy work collectively to support the Principal in developing the Institute's reputation, recruitment and overall impact. The Head of Marketing and Communications leads and manages the Institute's marketing function with the aim of increasing the Institute's reputation and student recruitment. This entails:
- Developing innovative and cost-effective strategies and campaigns to maximise the Institute's potential to meet its recruitment targets for undergraduate and postgraduate students.
  - Working with the Head of Outreach and Youth Academy to support the delivery of the objectives of the Access & Participation Plans of the Institute's awarding bodies.
  - Using analysis of market research and insight to inform the Institute's recruitment strategy.
  - Overseeing and maintaining the use of the Institute's logo in printed and electronic formats.
  - Overseeing the Institute's PR and external communications
  - Supporting the Institute's aim to be Health and Safety compliant.
  - Championing equality, diversity, and inclusion.
- Strategy** The Head of Marketing and Communications works with the Head of Outreach and Youth Academy and other senior leaders to support the Principal in the development and implementation of the Institute's Strategic plan, by:
- Leading the development and implementation of a comprehensive and cost-effective student recruitment marketing strategy that reflects the Institute's mission and vision.
  - Ensuring that the marketing strategy increases recruitment across the Institute's performing and mediated arts disciplines while widening participation in them.
  - Drawing on data and wider contextual factors and research to understand target segment preferences and behaviours.
  - Developing and implementing an external communications framework that presents the Institute in a positive light and addresses any negative 'press'.
- Operations** Working with the Head of Outreach and Youth Academy, and other senior leaders, the Head of Marketing and Communications ensures the Institute operates efficiently and effectively by:

- Implementing, monitoring and evaluating annually the Institute's marketing strategy to ensure its efficacy and return on investment.
- Developing and maintaining close collaboration with the Head of Admissions to ensure an integrated approach and cohesive student journey.
- Working closely with programmes and professional service teams to meet student recruitment and applicant targets.
- Overseeing the maintenance of the Institute's website and other forms of electronic and printed marketing media.
- Working with the Head of Outreach and Youth Academy to create an annual programme of promotional events
- Ensuring that the Institute presents itself clearly and effectively in all external communications.

**External Liaison and Strategic Partnership**

**The Head of Marketing and Communications acts as an ambassador for the Institute, developing its reputation for excellence by:**

- Attending marketing events to promote the Institute, such as, but not restricted to, 'Move-it', UCAS, School Career days, etc.
- Being the key contact for all external relationships and materials to support such activity.

**Financial and Resources**

**The Head of Marketing and Communications works with the Business Administrator, Head of Outreach and Youth Academy, and Principal to ensure that the Institute maximises its marketing expenditure, by:**

- Managing the budget for the Marketing and Student Recruitment to achieve best return on investment.

**Quality and Standards**

**The Head of Marketing and Communications will work with the Director of Quality and Governance to ensure that all marketing materials are fully quality compliant by:**

- Ensuring all electronic and printed publicity complies fully with CMA and other regulatory and legal guidelines.
- Liaising with awarding bodies to ensure that all electronic and printed publicity complies fully with any partnership agreements

**Marketing, Recruitment and Admissions**

**The Head of Marketing and Communications works with the Director of Student Experience, the Head of Outreach and Youth Academy, and the Head of Admissions to maximise marketing, recruitment, and admissions activities by:**

- Leading on the development and management of a network of strategic recruitment partnerships between the Institute and appropriate schools and colleges in the UK and internationally.

# APPLICATION PACK



- Leading, motivating and managing recruitment and marketing activities, enquiries, conversion and applicant engagement, schools liaison and partnerships, and student recruitment events.
- Developing marketing approaches that enable the Institute to meet the objectives of its awarding bodies' Access and Participation Plans.

**Human Resources** The Head of Marketing and Communications works with the Director of Student Experience to support staff development by:

- Providing training and support materials for marketing events.

**Health and Safety** The Head of Marketing and Communications works with colleagues to ensure that the Institute's policies and procedures facilitate healthy and safe practice in all activities.

**Equality, Diversity, and Inclusion** To ensure the Institute promotes equality, diversity, and inclusion in all its operations, the Head of Marketing and Communications:

- Ensures all electronic and physically printed material embraces equality, diversity, and inclusion; both in the written and spoken word, and in visual collateral.
- That all marketing and external communication makes a positive contribution to widening participation in line with the Institute's awarding bodies' Access and Participation Plans.

**Teaching** This is non-academic post.

**Other duties** To fulfil any other reasonable duties as requested; occasional evening and weekend work will be required.

## Committee Attendance

<b>Senior Leadership Team (Strategic)</b>	Member
<b>Academic Board</b>	Member
<b>Admissions Group</b>	Member

**Annual Leave** 28 days (additional 8 public holidays)

## PERSON SPECIFICATION

### QUALIFICATIONS AND EXPERIENCE

#### Essential

- A good first degree in a relevant subject and/or equivalent professional experience with a relevant professional qualification
- Experience of undertaking an integrated marketing and communications role working across physical, digital and broadcast media
- Experience of leading and managing marketing strategies, including for a Higher Education institution or arts training organisation
- Understanding and experience of managing a brand across an organisation
- Experience of overseeing marketing and communication with an in-house team, or by working with specialist providers
- Significant experience of developing, leading, and motivating a successful team

Application	Presentation	Interview
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#### Desirable

- A higher degree in a relevant subject or significant professional qualifications
- Experience of delivering communications for a commercial organisation
- Experience of working with CRM and content management systems

✓		
✓		✓
✓		✓

### SKILLS AND KNOWLEDGE

#### Essential

- Outstanding communication, administrative and IT skills (the SI uses Microsoft 365 products)
- Awareness of the needs of students from a diverse range of backgrounds
- Experience of managing resources within a specified budget
- Excellent organisational and self-management skills exemplified by astute problem-solving and prioritisation skills
- Experience of analysing market research and intelligence to inform, test, and deliver effective marketing and communication strategies

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# APPLICATION PACK



- Highly detailed knowledge of current marketing and communication principles and emerging trends
- Excellent copywriting, copy editing and proofreading skills

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✓		

## Desirable

- Engagement with a wide range of creative arts industry bodies and practitioners that could facilitate the development and delivery of professional performing and mediated arts training

✓		✓
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## PERSONAL QUALITIES

### Essential

- A collaborative approach to team management underpinned by annual review and ongoing professional development
- Able to work within clearly defined structures and yet to take initiative to support strategic goals.
- Tactful and discrete when dealing with confidential/sensitive matters.
- Ability to work on multiple projects simultaneously whilst ensuring attention to detail

✓		✓
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### Desirable

- Flexible and adaptive with a positive approach to change

✓		✓
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## ADDITIONAL INFORMATION

The SI is an equal opportunities employer committed to diversity, so we actively encourage applicants from under-represented backgrounds. We value the positive impact that difference has on the Institute.

All SI staff must observe and embody the Institute's policies and strategic commitment to equality, diversity and inclusion.

All staff are required to undertake first aid training and maintain the Institute's commitment to healthy and safe practice.

In line with the Data Protection Act 2018, all staff must observe all relevant policies and procedures regarding the confidentiality of use of any stored data (electronic or otherwise).

# APPLICATION PACK



The post-holder will work at the Scottish Institute's premises on **Almondvale Way, Livingston, EH54 6GA**. The Institute reserves the right to ask employees to work at such other places of business it may require, or work from their own home for online delivery when necessary.

As an institute our focus is on in-person/in-class teaching, but was also accept that staff will undertake administrative duties and meetings online, from home.

In agreement with your line-manager, there will be some evening and weekend working for this post throughout the year for events such as open days, auditions, productions, etc.

This job description outlines the core requirements of the role. It is not a comprehensive description and can be reviewed by the post-holder and line-manager if operationally required.

## HOW TO APPLY

Please send your current CV, a completed equal opportunities form, and a covering letter of no more than two sides of A4 to [recruitment@thesi.co.uk](mailto:recruitment@thesi.co.uk).

The SI will not consider late applications.

If you require further information, then please contact us on 03300580656 and we will put you in touch with the right colleague.

## CLOSING DATE

The closing date for completed applications is midday (12pm) Friday, 1 November 2024

## INTERVIEWS

Interviews will take place on Monday 18<sup>th</sup> November 2024.

At this stage we will ask you to make a presentation about your vision for how the institute can develop its finance and committee processes and meet with the interview panel. We will release the presentation question to those we shortlist.

We will pay travel and accommodation expenses if these are agreed in advance.

We will require two references and ask you to provide those, but with the assurance that we will not approach those referees unless we make you an offer of employment.