



Job description

Communications Manager

Contract: Permanent, full time (40 hrs), Monday-Friday with some weekend and out of hours work

Starting Salary: £32,000

Job Purpose

The Communications Manager will be responsible for establishing a new Communications Department at the Bristol School of Acting (BSA)

The post holder will be responsible for

creating and implementing integrated communications strategies to maximise student recruitment across Diploma and BA courses as well as audiences for productions

Managing the marketing function

Strategic Responsibilities

- Work with Director of School and Director of Acting Programmes to devise and implement a communications strategy to maximise a diverse cross section of student recruitment to all BSA courses.
- Work with the Artistic Directors on the programming of seasons of plays from an audience engagement perspective and to devise and implement strategies to maximise audience attendance
- To oversee the creation of a communications department and to promote the BSA brand as a unique, high quality drama school.

Key Job Responsibilities

- Develop and implement a compelling communication strategy to support all marketing and recruitment activity, ensuring that channels are appropriate, targeted and planned with an evidence-based approach.
- Work with the Artistic Directors to develop marketing campaigns for BSA theatre productions, defining key selling points and agreeing targets.
- Devise and implement cohesive strategies for building and sustaining reputation and brand.
- Establish and monitor an evidence-based approach to student recruitment and marketing activity in order to increase applications and audiences



Job role

- Act as the BSA brand manager supporting colleagues with the development of the corporate identity and messaging.
- Work with the new Admissions Co-ordinator and Course Co-ordinators to implement effective communication channels to market the courses to prospective students.
- Work with the Admissions Co-ordinator and lead the provision of student recruitment data to the senior management.
- Develop, monitor, interpret and report on key marketing metrics for assessing impact and contribution towards objectives that are measurable.
- Further develop the BSA database of recruitment contacts among schools and colleges.
- Work with the Course co-ordinators to promote the brand experience at BSA recruitment events
- Coordinate the marketing function at BSA including staffing, resources, systems and procedures to ensure activity is undertaken effectively within budget
- Review and develop BSA website and social media platforms.
- Ensure the web site and digital marketing platforms are effective
- Manage marketing campaigns for theatre productions including directing the development of the season branding, commissioning the creation of visual assets, and running the press, print and digital aspects of the campaigns
- Establish a database for potential audiences for BSA productions
- Manage the communications aspects of the BSA partnership with Tobacco Factory Theatres

Customer service

- Work with the Admissions Co-ordinator to promote a smooth applicant journey.
- Ensure a consistent high standard of communication and service, from initial enquiry through to enrolment.
- Establish a feedback and quality assurance process for the marketing function.
- Benchmark competitor standards and analyse to determine continual service improvement opportunities.

Liaison

- Liaise, and build close working relationships with colleagues across BSA to develop strategic marketing approaches.
- Provide expert input to senior management
- Represent the School at external committees, events and conferences.
- Develop and maintain effective media relations to promote BSA courses, productions and brand.

Relationships

Line managed by Director of the School

Be part of the Senior leadership team with the Director of the School, Director of Acting Programmes and the Artistic Directors

Work with BA Courses Co-ordinator, Diploma Courses Co-ordinator, Admissions and Student Support Co-ordinator (new post), freelance graphic designers.



Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A good first degree or equivalent. 	<ul style="list-style-type: none"> • Member of the Chartered Institute of Marketing (CIM).
Relevant skills, experience and knowledge	<ul style="list-style-type: none"> • Demonstrative professional experience working in a similar role within the Arts • Experience of theatre marketing • Experience of working effectively in a team • Experience of developing innovative solutions and of managing and contributing to strategic planning. • Demonstrable achievement in delivering integrated marketing campaigns. • Brand management experience. • Demonstrated digital marketing knowledge • Line management experience • Knowledge of legislation and guidelines relating to confidential and public information and marketing eg. ASA, Data Protection and CMA legislation, and the implications of non- compliance • Budget and resource management experience. • Proven analytical and problem-solving capability. 	<ul style="list-style-type: none"> • Experience of working within an HE environment • A working knowledge of the UCAS system. • Knowledge of approaches to reach diverse communities • Experience of designing and conducting primary market research (such as interviewing, surveys or focus groups), and desk-based research.
Communication and interpersonal skills	<ul style="list-style-type: none"> • Strong interpersonal skills including the ability to negotiate, influence and network. • A proven commitment to accessibility and diversity • Flexibility and initiative – ability to adapt to changing priorities and timescales. • Excellent numeracy and experience of interpreting data sets. • Strong written and verbal marketing skills 	
Additional criteria	<ul style="list-style-type: none"> • A willingness to work outside core working hours. • Due to the cyclical nature of working in education, leave requests will be managed around business requirements, especially during busy periods including the A-level results period in August. 	