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| Job Title: | Education Marketing Manager |
| Nature of Appointment: | Permanent |
| Working Hours/Days: | Part-time | 4 days a week (flexible 0.8) |
| Salary Scale: | £35,000 - £40,000 per annum (pro-rata) |
| Department(s): | Faculty of Education |
| Departments purpose: | The Marketing & Communications and Faculty of Education departments seek to create and maintain awareness of the Royal Academy of Dance, its products and services, whilst maximising media opportunities worldwide, and to develop and promote a consistent global image and voice in delivering Faculty of Education programmes of study leading to undergraduate and postgraduate degree, diploma and certificate awards of the validating university and of the RAD. |
| Line Manager: | Head of Business Management |
| Director: | Director of Education |

## Job Purpose:

To develop and execute the marketing and student recruitment strategy for the Faculty of Education’s portfolio of programmes. Working within the Faculty of Education department and liaising with Marketing & Communications, you will provide informed, dynamic and consistent direction to ensure student recruitment objectives are achieved. Through effective campaigns that engage a diverse range of prospective students, you will raise awareness of the RAD and its Faculty of Education within a highly competitive education market.

## Responsibilities will include:

* In liaison with the Director of Marketing and Communications, Director of Education and Head of Business Management, you will create and implement a marketing and recruitment strategy for the Faculty of Education that is focused on meeting key student recruitment targets, Office for Students and Quality Assurance compliance, and which feeds into other core business areas for the Marketing & Communications Department;
* In liaison with the Head of Business Management and Marketing Campaigns Manager create and execute engaging Higher and Professional Education content in the UK and internationally to include but not limited to; copy for flyers, print advertising, digital communications, social media, video production as well as copy for future marketing applications such as the Heist Awards;
* Liaise with external design agencies and the internal Print & Design Projects Manager in the production of Faculty of Education marketing materials;
* With the Head of Business Management and in liaison with the Print & Design Projects Manager, coordinate the production of the Faculty of Education digital Prospectus from creating design briefs for agencies, to submission of interest, contract negotiations, design, production, photography, content and print process to final delivery;
* With the Head of Business Management and the Events Manager, develop marketing strategies for and implement other Faculty of Education events such as Open Days, Taster Days, Teacher Conferences, and Graduation;
* Research current Higher Education and dance teacher training competitors and identify current trends within relevant sectors which will inform future Marketing and Faculty of Education recruitment campaigns;
* In liaison with the Head of Business Management, keep track of the Faculty of Education marketing budget for design, advertising, print, filming and photography;
* In liaison with the Head of Business Management and the Press & Communications Manager identify, develop and implement a social media strategy to support Faculty of Education recruitment and tap into wider educational topics and trends;
* Assist in the marketing of the Faculty of Education and its programmes of study at open days and higher education events/conferences;
* With the Head of Business Management, take responsibility for creating photography and filming briefs and managing filming and photography shoots as required;
* With the Head of Business Management, recruit and manage a group of Student Ambassadors who contribute to marketing activity on an annual basis;
* With the Head of Business Management and marketing team, provide support materials to our International colleagues in the promotion of Faculty of Education programmes tailoring the materials for different markets as this is a key area of growth;
* Ensure the Faculty of Education section of the RAD website is developed, maintained and compliant with relevant statutory bodies and legal frameworks such as the Competition and Markets Authority (CMA) and General Data Protection Regulations (GDPR);
* Liaise with the Faculty of Education’s validating university to ensure approval of promotional materials where university-validated programmes are being advertised;
* Working within the Marketing departments’ framework, monitor, evaluate and report the impact of all campaigns to assess effectiveness and inform future planning;
* Attend any Faculty of Education, Marketing & Communications or related RAD business meetings.

**Contact with outside agencies/organisations:**

External design agencies

External Advertisers

University of Bath

## Faculty of Education Committee Representation:

## N/A