

ROYAL ACADEMY OF DANCE

Document:	POSITION DESCRIPTION
Position Title:	Marketing Manager
Reports To:	National Director
Direct Reports:	1 - 2
Location:	Darlinghurst, NSW
Hours of Work:	37.5 hours pw
Term:	Permanent full time
Salary:	\$93,925 (Including Superannuation)
Applications due:	5.00pm 7 November 2022
Application to:	Aaron Bloomfield – RAD National Director by email abloomfield@rad.org.au
Position enquiries:	abloomfield@rad.org.au -Please email your name, phone number and question and you will receive a return call

Introduction

With over 13,000 members' spread across 85 countries, The Royal Academy of Dance (RAD) is one of the largest and most influential dance education and training organisations in the world. RAD Membership supports the advancement of dance and includes professional dancers, students, teachers, benefactors, and friends.

Established in 1920, to improve standards and re-invigorate dance training initially within the UK, the Academy helps and encourages its teachers to perfect their teaching skills and pass on this knowledge to their students.

The RAD Australia is the largest RAD office outside of the UK, with 1,500 members nationally servicing approximately 50,000 dance student each year. The RAD has been established in Australia since 1935 - for 87 years. Every year more than 23,000 students take RAD exams nationally, and over 8,000 participate in our student events and courses. We have some 100 students studying annually on our Examination and Region programmes and a comprehensive Continuing Professional Development Programme, which, in its hybrid live/online format reaches teachers in Australia and internationally.

Objectives of RAD

The RAD exists to '**Inspire the world to dance**'. We seek to:

- **To be the voice of expertise**, globally recognised as a leader in dance, education, and training.
- **To be all-welcoming**, with a belief in the power of dance to transform lives, and the value of a diverse workforce and community.
- **To be in-step**– working collaboratively to deliver our vision.
- **To be choreographed to deliver**, with the right people and processes to realise our objectives.

Position Objective

The Marketing Manager is responsible for the governance and delivery of the marketing and communication portfolio and people appointed to the marketing team. In a general sense the role is responsible for the RAD brand, promotions, communications, crisis communications, sponsorship, and the development of partnerships and resources to assist dance schools to effectively promote themselves and the RAD. The Marketing Manager will work closely and collaboratively with the National Director to ensure the effective delivery on the portfolio in a fast paced and dynamic environment.

Duties and Accountabilities

Management	Description
Governance	<ul style="list-style-type: none">▪ Develop and implement an operational plan in line with RAD strategic objectives.▪ The implementation of and adherence to RAD policy, and the design, plan, and implementation of department written process and procedure.▪ The development and maintenance of department activity budgets and the implementation of risk registers for all department activities.▪ The implementation of systematic processes for the monitoring, measurement, and analysis of department performance.
People	<ul style="list-style-type: none">▪ Management, enablement, and empowerment of any staff appointed to the marketing team to achieve RAD strategic and operational objectives.▪ Foster and promote a collaborative, problem solving work culture horizontally between departments and vertically within the department through to the National Director.▪ Maintain open communication and strong working relationships with RAD staff - both domestic and international, stakeholders, sponsors, and members.▪ The implementation of a department succession plan by ensuring that there is a 'cross-function' of knowledge between individual portfolios.▪ The development and extension of third-party stakeholder networks, liaisons, and partnerships.▪ Promote and foster an inclusive work culture that celebrates diversity.▪ Actively promote a positive working culture within the RAD.
Delivery	<ul style="list-style-type: none">▪ Ensure the effective promotion, implementation, and acquittal of the marketing portfolio in accordance with RAD strategic, operational, and governance requirements including but not limited to:<ul style="list-style-type: none">▪ The development of a Brand Strategy and the implementation of the actions within it to ensure the effective promulgation of the RAD brand and values in media, promotions, website, social media, digital communications, public engagement, industry events, student activities, event programs, and other points of contact with stakeholders, members, and the community.▪ Marketing and promotions for events, examinations, student activities, membership, and education.

	<ul style="list-style-type: none"> ▪ Identify, develop, and foster partnerships with sponsors and partners for mutual benefit in line with the RAD strategic objectives. ▪ Actively participate in the design of event programs, merchandise, and other promotional material. ▪ Develop a crisis communications plan and work closely with the National Director to manage risks, plan, and effectively respond to matters as they arise. ▪ Develop, coordinate, produce, and distribute information, stories, and messages for RAD EDM's, website, keynote speeches, and social media. ▪ Develop templates and establish partnerships to assist dance schools to effectively promote themselves and the RAD broadly. ▪ Establish and foster partnerships with government and non-government organisations to further the objectives of the RAD and inspire the world to dance. ▪ Provide customer service support to RAD members with general enquiries in a timely manner.
General	<ul style="list-style-type: none"> ▪ Ensure the National Director remains updated of all matters within the marketing portfolio and adopt a 'no surprises' approach to the upwards reporting to management. ▪ Attend meetings, undergo training, and follow instruction by the National Director. ▪ Update required reports with quality input. ▪ Manage issues professionally and in accordance with the RAD policies and procedures. ▪ Reflect the RAD values in the everyday work environment and promote and foster a collaborative workplace culture. ▪ Comply with WHS legislation and participate in the health and safety of all staff, volunteers, visitors, and contractors. ▪ Ensure the strict adherence to the RAD safeguarding policy and procedures.

Key Relationships

Who	Purpose
National Director	To receive direction that ensures the coordination and alignment of the marketing portfolio with overall RAD strategic, operational, and risk management objectives.
Global Director of Marketing & Communications	To ensure alignment with RAD International values, and strategic and operational objectives.
RAD Head of Departments	To collaborate on cross department strategies and operations and foster a collaborative working culture within the RAD.

Sponsors, Stakeholders, Government, and NGO's	To further the strategic and operational objectives of the RAD
Members and Customers	To provide a quality customer experience.
Dance Media and wider Press	To increase exposure of the RAD values and activities in a positive manner, consistent with the Brand Strategy.

Success Profile

Experience	Qualifications and Knowledge
<ul style="list-style-type: none"> ▪ Demonstrated ability and commitment to work in an innovative, fast paced, high performing environment. ▪ The ability to manage several portfolio's simultaneously with strong time management and prioritization skills. ▪ Experience managing the crisis communications for an organisation. ▪ Demonstrated ability to solve complex problems and facilitate change management. ▪ Demonstrated experience managing relationships across a wide range of internal and external stakeholders for mutual benefit. 	<ul style="list-style-type: none"> ▪ Relevant tertiary or VET qualifications in marketing and/or crisis communications. ▪ Knowledge and understanding of the RAD EaR activities, the RAD, and dance industry broadly. ▪ First aid certificate ▪ Working with children check ▪ Current driver's license ▪ Facebook business, Instagram, Youtube, LinkedIn ▪ Office 365, Dynamics 365, Adobe creative, Survey Monkey, Mailchimp ▪ Wordpress, ticketing platforms, Google analytics, Monsido, Synology
Competencies	Personal Attributes
<ul style="list-style-type: none"> ▪ Planning and organising ▪ Open and honest dialogue ▪ Critical thinking ▪ Collaboration ▪ Influencing ▪ Communication ▪ Continuous Improvement ▪ Decision Making ▪ Negotiation ▪ Building Partnerships ▪ People enablement and management 	<ul style="list-style-type: none"> ▪ Calm under pressure ▪ Ability to focus on key issues ▪ Problem solver ▪ Relationship building ▪ Continuous learner ▪ Enjoys a challenge ▪ Innovative ▪ Willingness to work across portfolio's ▪ A commitment to quality work performance ▪ Connectedness to Principles <ul style="list-style-type: none"> ○ Find it (courage) ○ Bring it (excellence) ○ Own it (accountability) ○ Fight for it (passion) ○ Drive it (tenacity) ➤ Together (teamwork)

CAPABILITY SUMMARY

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate
 People Management	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Adept

FOCUS CAPABILITIES

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display resilience & courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change. Give frank and honest feedback/advice. Listen when ideas are challenged, seek to understand the nature of the criticism, and respond constructively.

Group and Capability	Level	Behavioural Indicators
Personal Attributes	Adept	<ul style="list-style-type: none"> ▪ Raise and work through challenging issues and seek alternatives ▪ Keep control of own emotions and stay calm under pressure and in challenging situation.
Act with integrity		<ul style="list-style-type: none"> ▪ Represent the organisation in an honest, ethical, and professional way and encourage others to do so. ▪ Demonstrate professionalism to support a culture of integrity within the department. ▪ Set an example for others to follow and identify and explain ethical issues. ▪ Ensure that others understand the policy framework within which they operate. ▪ Act to prevent and report misconduct, illegal and inappropriate behaviour.
Personal Attributes	Adept	<ul style="list-style-type: none"> ▪ Manage personal and team member stress for the delivery of quality services to members. ▪ High level time and organisation skills to balance work and life pressures. ▪ Sophisticated decision making and problem-solving skills. ▪ Taking initiative, enhanced positivity, and self-awareness.
Manage self		
Relationships	Adept	<ul style="list-style-type: none"> ▪ Tailor communication to the audience. ▪ Clearly explain complex concepts and arguments to individuals and groups. ▪ Monitor own and others' non-verbal cues and adapt where necessary. ▪ Create opportunities for others to be heard. ▪ Actively listen to others and clarify own understanding. ▪ Write fluently in a range of styles and formats.
Communicate effectively		
Relationships	Adept	<ul style="list-style-type: none"> ▪ Become part of a working entity with a shared purpose. ▪ Strive to gain consensus in problem-solving or development. ▪ Participate in collaboration and expect others to participate. ▪ Negotiate and collaborate to find a middle point. ▪ Share ideas and knowledge to promote the growth and development of the RAD. ▪ Think and consider alternatives. ▪ Proactively engage rather than wait and see.
Work collaboratively		
Results	Adept	<ul style="list-style-type: none"> ▪ Strong understanding of workflow and time management. ▪ Ability to triage operational priorities and balance several tasks simultaneously. ▪ Managing deadlines and distractions to stay focused on time critical duties and helping others do the same. ▪ Troubleshooting issues, managing risk, and planning to manage the ebbs and flow of the work calendar.
Plan and prioritize		

Group and Capability	Level	Behavioural Indicators
Results Think & solve problems	Adept	<ul style="list-style-type: none"> ▪ Research and analyse information, identify interrelationships, and make recommendations based on relevant evidence. ▪ Anticipate, identify, and address issues and potential problems and select the most effective solutions from a range of options. ▪ Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness. ▪ Identify and share business process improvements to enhance effectiveness.
Results Demonstrate accountability	Adept	<ul style="list-style-type: none"> ▪ Assess work outcomes and identify and share learnings to inform future actions. ▪ Ensure that actions of self and others are focused on achieving organisational outcomes. ▪ Exercise delegations responsibly. ▪ Understand and apply high standards of financial probity with RAD monies and other resources. ▪ Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others. ▪ Conduct and report on quality control audits. ▪ Identify risks to successful achievement of goals and take appropriate steps to mitigate those risks.
People management Manage & develop people	Intermediate	<ul style="list-style-type: none"> ▪ Define and clearly communicate roles and responsibilities to achieve department outcomes. ▪ Negotiate clear performance standards and monitor progress. ▪ Develop department plans that consider team capability, strengths, and opportunities for development. ▪ Provide regular constructive feedback to build on strengths and achieve results. ▪ Address and resolve team and individual performance issues, including unsatisfactory performance in a timely, fair, and effective way. ▪ Monitor and report on performance of team in line with RAD performance development frameworks.
People management Manage reform & change	Adept	<ul style="list-style-type: none"> ▪ Clarify purpose and benefits of continuous improvement for department staff and provide support and leadership in times of uncertainty. ▪ Assist others to address emerging challenges and risks and generate support for change initiatives. ▪ Translate change initiatives into practical strategies and explain these to staff and their role in implementing them. ▪ Implement structured change management processes to identify and develop responses to cultural barriers.

The RAD Commitment to the safeguarding of children and adults at risk

The RAD has a 'duty of care' to provide a safe environment for and to promote the health and well-being of children, young people and adults at risk. The RAD takes all reasonable steps to ensure that safeguarding and promoting the welfare of children and adults at risk is embedded in our contact with them through the training and activities we provide. The RAD ensures that children and adults at risk are well protected and that there is a system in place to safeguard their welfare.

The RAD believes that the welfare of the children and adults is paramount, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation have the right to equal protection from all types of harm or abuse.

The RAD has adopted '[Policy and procedures on safeguarding children and adults at risk](#)'

- to facilitate protection for children under the age of 18 years and adults at risk during any activity provided by the RAD.
- to provide staff with procedures to follow in the event that they suspect a child or adult at risk may be experiencing abuse or be at risk of abuse or harm.
- to protect children and adults at risk where there is a concern about the behaviour of an adult, including a member of RAD staff.
- to assist all individuals at the RAD to meet their duty of care to safeguard all children and adults at risk who take part in RAD activities.
- to uphold our duty to have due regard to the need to prevent people (children, adults at risk and students) from being drawn into terrorism, known as the Prevent Duty, and
- to ensure that where RAD staff, RAD Trustees, RAD Subcommittee members, Trustees, students, Examination and Region students or visitors have concerns about the welfare of children or adults at risk, they are in a position to take appropriate steps to address them.

The RAD is committed to ensuring effective recruitment, selection and vetting as part of its commitment to safeguarding,

- The RAD will ensure that safe practice is integrated into all recruitment, selection, vetting and induction processes.
- The RAD has policies on the vetting of all staff, including working with children checks, the recruitment of ex-offenders and the secure storage, use, retention and disposal of disclosures and disclosure information.
- The RAD requires all employees and those working with children or vulnerable adults during RAD activities complete the working with children check in the state of their residency.
- Young people under the age of 18 years will not be employed in positions where they are responsible for teaching or supervising children and students under the age of 18 years.