

JOB TITLE – MARKETING & OUTREACH MANAGER

JOB OVERVIEW

Dancebox Studios & Theatre Works is a leading institution in Dance, Musical Theatre and Performing Arts education. We are seeking an experienced and creative Marketing & Outreach Manager to join our team as we move forward into an exciting period of expansion. As Marketing & Outreach Manager, you will be responsible for developing and executing a comprehensive digital marketing strategy to increase brand awareness, attract potential students, and support the growth of all areas of the organisation. If you have a proven track record in digital marketing, we would love to hear from you!

INFORMATION

Role title: Marketing & Outreach Manager

Reports to: Leadership Team

Line management for: Freelance content creators / videographers / photographers

Location: In-person at our Milton Keynes location

Basis: Full-time PAYE

Holiday & sick pay: Statutory (28 days per year)

Contract value: £37,870p/a

Start date: September 2024

ROLE OVERVIEW

We are seeking to recruit an effective and efficient marketing manager, who thrives in fast-paced, target-led environments to lead on all marketing, and work effectively with the Leadership Team to advance all aspects of the organisation. They will provide strategic leadership and creative direction to the freelance marketing team to oversee the development and delivery of innovative, high-impact and effective marketing and communications solutions.

KEY ACTIVITIES

- Optimise recruitment for all courses through marketing and outreach activities.
- Optimise recruitment for Junior School, including maximising engagement & participation in sundry Junior School activities.
- Develop visibility of, and increase revenue for other Dancebox Group enterprises.
- Develop relationships with key stakeholders in the dance and performing arts industries, both to develop growth of the Dancebox brand, but also to develop the visibility of graduates in the professional industry.
- Promote the work of organisation, members of staff and students across all media platforms.

- Prepare and manage, monthly, quarterly and annual budgets to maintain within budget expenditure.
- Set, monitor and report on team goals. Identify opportunities to expand the Dancebox brand.
- Ensure consistent and effective messaging across all areas of the organisation.
- Line manage the marketing team, providing development activities, coaching and guidance.

RESPONSIBILITIES

- Develop and implement a digital marketing strategy to promote Dancebox Studios & Theatre Works, its programmes and its commercial enterprises across all online platforms and other media opportunities.
- Devise, plan and manage the production of engaging social media content, in collaboration with the marketing team, including videos, images, vlogs, blogs, articles, podcasts and any other content to build a strong online presence and foster community engagement.
- Manage and optimize our websites to enhance user experience, improve SEO, and increase conversion rates.
- Develop and execute email marketing campaigns to nurture leads and maintain relationships with prospective and current students & clients.
- Develop and maintain relationships with feeder schools and colleges, both in person and through engaging digital media and email.
- Monitor and analyse marketing performance metrics to continually optimize campaigns and improve ROI and report this information to Leadership Team.
- Collaborate with our admissions team, faculty, and other stakeholders to develop marketing materials and messaging that align with our organisation's goals and brand identity.
- Market Analysis/Planning: Direct the collection, review, and analysis of market information to identify competitor strategies, market trends, opportunities, and challenges.
- Communications: Lead internal and external communications and guide content and timing of key messaging across the organization.
- Finance: Manage the marketing budget, track spending, maintain budgetary constraints, and prepare annual forecasts.

QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or a related field
- 2+ years of experience in digital and social media marketing, preferably within the education sector or a related industry.
- Strong knowledge of digital marketing tools and platforms, such as Google Analytics, Google Ads, Facebook Ads Manager, and email marketing software.
- Excellent understanding of SEO, SEM, Meta Ads, CRM journey and social media marketing strategies.
- Outstanding communication skills, both written and verbal, with the ability to create engaging and persuasive content.

- Passion for dance and the performing arts and an understanding of the dance education landscape.
- Strong organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Creative problem-solving abilities and a keen eye for detail.

TO APPLY

Please submit your resume, a cover letter detailing your relevant experience and interest in the role, and a portfolio showcasing your digital marketing work, including any successful campaigns or content you have created to tlinecarboulton@danceboxstudios.co.uk. We look forward to learning more about you and your passion for dance and marketing!

Dancebox Studios & Theatre Works is an equal-opportunity employer and welcomes applicants from diverse backgrounds.