

TRINITY LABAN

Digital Media Manager

Full-time, permanent

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Digital Media Manager

Contract: Full-time, permanent

Salary: £42,508 - £49,672 p.a. (Including LWA)

We are seeking an exceptional digital media manager to drive and maintain the success of the Trinity Laban websites and complementary digital channels. Trinity Laban is striving to achieve excellence beyond tradition, creating a home for performing artists in which boundaries are pushed, collaborations are key, and artistic pioneers are made. We are a world-leading home for students from non-traditional backgrounds with a programme of activity that reaches out to all sections of society, centring the performing arts as a force for cultural and social progress.

The Digital Media Manager is an outward-looking, relationships-focussed role responsible for the management of Trinity Laban's websites and for overseeing the technical management of other digital platforms including social media, ticketing and CRM. Working primarily on Trinity Laban's brand-new website, you will develop a best-in-class digital presence, deliver excellent user and customer experiences and deliver optimisation strategies using SEO and CRO (conversion rate optimisation) to positively impact lead generation and conversion. You will proactively create opportunities for our content to shine.

Your background will include website and/or UX management in a marketing, digital marketing or agency environment, with experience directly using platforms or digital channels to deliver marketing solutions. A background in the education or arts sectors is advantageous.

You'll have a flair for project management and enjoy managing and delivering multiple complex projects at any time. Working to tight deadlines won't phase you, you'll be motivated by collaboration and relationship-building, and you'll be passionate about creating simple and inspiring user journeys and digital experiences.

As an equal opportunity employer, we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Please note all applications submitted will be shortlisted anonymously by our recruiting panel, so please ensure that your name and personal details are not included to your supporting statement, otherwise we will not be able to consider your application.

Closing Date: 23:59 hours BST, Monday 3 March 2025 (No Agencies)

Interview Date: Wednesday 12 March 2025

For any queries about this position that are not covered in the job pack, please email Katerina Filosofopoulou, People Services and Resourcing Officer on: staffrecruitment@trinitylaban.ac.uk

All of our taught programmes are validated by Trinity Laban Conservatoire of Music and Dance. Research degrees are validated by City, University of London. Trinity Laban Conservatoire of Music and Dance is a company limited by guarantee registered in England and Wales Company No. 51090. Registered Charity No. 309998.

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Job Description

Post:	Digital Media Manager
Department:	Brand and Communications
Reporting to:	Head of Brand and Communications
Grade:	Grade 7
Contract:	Full-time, permanent

PURPOSE OF ROLE:

The Digital Media Manager is an outward-looking, relationships-focussed role responsible for the management of Trinity Laban's websites and for overseeing the technical management of other digital platforms including social media, ticketing and CRM. Working primarily on Trinity Laban's brand new website, you will develop a best-in-class digital presence, deliver excellent user and customer experiences and deliver optimisation strategies using SEO and CRO (conversion rate optimisation) to positively impact lead generation and conversion. You will proactively create opportunities for our content to shine.

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Main duties

Strategy

- *Support the Head of Brand and Communications and senior colleagues in developing and implementing TL's digital and brand strategies to achieve organisational strategic and recruitment goals*
- *Lead on a user-centred, data-driven approach to the conservatoire's digital marketing activities, with a focus on improving KPIs and building excellent relationships with colleagues to deliver the best possible experience for Trinity Laban's international and domestic markets*
- *Lead on the creation and implementation of SEO and CRO strategies*
- *Work with external developers and agencies to support the maintenance and strategic development of Trinity Laban's current and future external facing digital presence*

Website Management

- *Lead on the day-to-day management and security of Trinity Laban's website, working with internal stakeholders and external agencies to improve and develop features and functionality,*

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taking responsibility for accessibility compliance and usability requirements and for continuous SEO, CRO and UX / CX improvement

- *Oversee the gathering, organisation and publication of all formal data and corporate information published across Trinity Laban's channels and platforms, ensuring compliance with Competition and Markets Authority legislation*
- *Regularly review contributor processes, and create and manage a robust process of induction, training and review to ensure content and information is fresh, up-to-date and compliant*
- *Ensure the efficient, user-centric and CRO focused integration of ticketing and lead generation CRM systems*
- *Support the Deputy Head of Brand and Communications with technical and data expertise on digital campaigns to attract and convert new students and audiences to Trinity Laban*

Analytics

- *Work closely with the Data and Business Insight Manager on the analysis of website, marketing and communication campaigns and platform (YouTube and social media) analytics, providing standard and custom reports, analysis on performance and actionable insights to drive continuous improvement and inform and enhance strategies, campaigns and content*
- *Provide strategic and tactical recommendations based on information such as content inventories, current-state analysis, site audit, competitive assessments, user testing, and website and channel metrics to colleagues across the conservatoire*

Content

- *As operational lead for the Trinity Laban website, work with Brand and Communications colleagues, website contributors across the conservatoire, external creatives and copywriters in publishing high quality, user-centred, logically organised and optimised content to deliver conversions and a high-quality user experience*
- *Manage and organise the Brand and Communications digital toolkit, including social media management platforms such as YouTube, ensuring excellent UX and high-quality optimised content, identifying duplication and resolving information architecture issues as appropriate*
- *Support colleagues to develop creative written, video, photographic and audio content for use across multiple platforms and channels and advise as to how audio and visual content can be repurposed more effectively and developed to complement other marketing and UX plans*

Other Duties

- *Understand and implement accessibility and usability requirements, as well as Competition and Markets Authority legislation*
- *Alongside colleagues in Brand and Communications, act as a brand guardian, not compromising on the quality of design and message*
- *Keep up to date with the latest web and digital communication development standards, and assist on cross-departmental projects for Trinity Laban's online and digital offerings*
- *Review digital communication channels and platforms of Trinity Laban's competitors and peer group in the creative arts and education sectors.*
- *Act as a centre of excellence, identify digital trends and opportunities and advise Trinity Laban's Brand and Communications team on best practices in digital content, aligned to the brand*
- *Act as a lead point and digital advocate, working with colleagues to understand business requirements and offer advice, guidance and knowledge*
- *Liaise with colleagues and external agencies to continually monitor and drive continuous improvement*
- *Where appropriate, deputise for the Head of Brand and Communications on digital issues, and undertake all additional duties as reasonably required*

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The Postholder must:

- *Be available to work evenings and weekends as necessary to attend events and performances*
- *Be available for regional or overseas travel from time to time*
- *At all times be committed to Trinity Laban's Equality and Diversity Policy.*
- *Adhere to all policies and procedures relating to Health and Safety in the workplace.*

Offers of Employment

All provisional offers of employment are subject to proof of eligibility to work in the UK, verification of qualifications and satisfactory references.

If you are unsure of your right to work in the UK, you can use the GOV.UK visa checking tool to establish your eligibility and options relating to visas.

Please be aware that all visa routes have their own eligibility criteria and not all roles/applicants would be eligible for sponsorship under the Skilled Worker route.

Referees

References will not normally be taken up unless a provisional offer of employment is made. All offers of employment are subject to the receipt satisfactory references covering current or most recent employment and the past three years of work.

Conservatoire Values:

All staff are expected to operate in line with Trinity Laban's Terms and Conditions for staff, which set out the principles of how we work together. More information about the Conservatoire's vision, mission and values is available at <https://www.trinitylaban.ac.uk/about-us/>.

All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

Trinity Laban has a no smoking policy on its premises.

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DIGITAL MEDIA MANAGER

Person Specification

Criteria	Specification	E/D	Measured By
Education / Qualifications	Educated to at least Bachelor's (BA) degree-level or with equivalent work experience	Essential	Application
	Certifications in SEO, content design and/or UX	Desirable	Application
Experience	At least 5 years' experience working with website CMS and digital channels in a similar or related role	Essential	Application
	An excellent understanding of the practices and developments in SEO, content design and user experience	Essential	Interview
	Proven success managing digital projects	Essential	Interview
Knowledge / Understanding	A practiced understanding of best practice across digital communications tools	Essential	Application/Interview
	A passion for arts and culture	Desirable	Interview
Skills and Abilities	Able to manage complex medium and long term projects and stakeholders alongside busy day-to-day task load	Essential	Interview
	Strong accuracy and attention-to-detail	Essential	Application
Personal Qualities	Conscientious, collaborative and focussed on building strong professional relationships	Essential	Interview
	Proactive and attuned to the needs of Trinity Laban	Essential	Interview

Please note, that it will not be possible for the Conservatoire to issue a Certificate of Sponsorship for successful candidates as we are awaiting further information from UK Visas and Immigration. Applicants will therefore need to be eligible to work in the UK or have limited leave to remain in the UK and associated right to work for the duration of their employment with the Conservatoire, in accordance with the Immigration, Asylum and Nationality Act 2006.

Conditions of Service Summary & Staff Benefits

Contract:	Full-time, permanent, subject to a 6-month probationary period.
Hours:	35 hours per week, usually from 9.00 am to 5.00 pm Monday to Friday, (with a daily lunch break of one hour). Some evening and weekend working will be required during busy periods, for which time off in lieu will be given.
Location:	You will be based across the Conservatoire at the King Charles Court, Old Royal Naval College, Blackheath Halls (Lee Road, London) and Laban building, Creekside.
Salary:	Trinity Laban Staff Salary Scale, Grade 7, Incremental Points 30 – 36, £42,508 - £49, 672 p.a., inclusive of a London Weighting Allowance of

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£4259 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.

- Holidays:** *25 days, in addition to Statutory, Bank and Public Holidays*
- Sick Pay:** *Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible for benefits in excess of this under Trinity Laban's own sick pay scheme.*
- Pension Scheme:** *The successful candidate will be auto-enrolled into the Universities Superannuation Scheme, if they meet the qualifying criteria. Employees contribute at the rate of 6.1% of their pensionable salary. The Conservatoire pays the Employer's contribution currently at the rate of 14.5% of pensionable salary.*
- Staff Development:** *A range of Staff Development opportunities are available.*
- Library:** *The Laban Library & Archive and the Jerwood Library of the Performing Arts are available for use.*
- Car Parking:** *A limited number of parking spaces are available at the Old Royal Naval College and the Laban Building, subject to availability.*
- Cafeteria:** *Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks and snacks.*
- Events:** *There is a wide range of music and dance performances each week, many of which are free to members of staff.*
- Classes:** *Free weekly staff Pilates class as well as reduced rates and access to Adult Classes.*
- Eye Care:** *Vouchers for eye tests are available for VDU users.*
- Health:** *Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.*
- Cycle to Work:** *A cycle to work scheme is operated*
- Give as you earn:** *A give as you earn scheme is operated.*

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Information on Trinity Laban

Trinity Laban Conservatoire of Music and Dance is the UK's only conservatoire of music and contemporary dance. The unequalled expertise and experience of its staff, and its world-class facilities housed in landmark buildings, put Trinity Laban at the forefront of vocational training in music, musical theatre, and dance.

Our history goes back to 1872 with the founding of Trinity College of Music in London. Trinity College of Music merged with Laban (founded in 1946) in 2005 to create Trinity Laban, now home to a creative and cosmopolitan community of students, teachers and researchers from around the globe.

We have a reputation for innovation and forward-thinking and are focused on training students for life-long careers in our art forms. Each year we welcome over 1,000 students from over 60 countries to follow undergraduate, postgraduate and research programmes. Thousands more people enjoy music, dance and health activities as part of our lively performance and outreach programmes.

Our unrivalled roster of teaching staff includes respected academics, performers, composers and choreographers. Many of them are active researchers who push at the boundaries of their art forms and extend our understanding of artistic and educational practice. We also welcome leading visiting artists, ensembles and companies from around the world, so our students benefit from working directly with today's top performers.

*We work in a number of outstanding locations, including the 17th-century Old Royal Naval College at Greenwich (a World Heritage Site), the Stirling Prize-winning Laban Building in Deptford, and the magnificent Grade II listed Blackheath Halls. Our world-class facilities include state-of-the-art practice rooms and dance studios, flexible performance spaces and internationally famous libraries. Students also have access to the cultural wealth of London and regularly perform at its leading venues. **To find out more, visit www.trinitylaban.ac.uk***