



**JOB APPLICATION PACK:  
MARKETING AND COMMUNICATIONS OFFICER**

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## **LONDON STUDIO CENTRE: BRIEF HISTORY**

The internationally recognised Higher Education Conservatoire, prides itself on training excellent dancers, singers and actors, allowing students to specialise in classical ballet, contemporary dance, jazz dance and musical theatre. But also producing graduates who have formed their own companies and established themselves as choreographers, teachers, producers and directors. London Studio Centre offers a comprehensive suite of programmes/courses including a BA (Hons) Theatre Dance programme for students who are dedicated to the pursuit of excellence in all aspects of the theatre, an MA in Dance Producing and Management, for students looking to move into the production side of dance theatre making. Commencing autumn 2021 LSC will also offer an MA Dance Performance in all four specialist areas of classical ballet, contemporary dance, jazz dance and musical theatre. Plus a Foundation degree in Professional Dance Performance, BA Top Up Professional Performance, an MA in Dance Education and PGCert Teaching Professional Theatre Dance which will further enhance LSC's already robust offering of Higher Education provision.

London Studio Centre is rooted in Western theatre dance forms and enjoys a tradition of dance education dating back to the end of the 19<sup>th</sup> century, when Leon Espinosa (1825-1904) settled in London. In 1872, he established a school for ballet and related theatre arts, after having trained at the Paris Opera and then danced and taught at the Bolshoi Theatre in Moscow. His son Edouard Espinosa (1871-1950) continued the family tradition as one of the founders of the Royal Academy of Dance and then the British Ballet Organisation.

London Studio Centre's founder, Bridget Espinosa, was heir to this distinguished tradition, to which she contributed her own expertise as a dancer and director. Under her leadership LSC pioneered a multi-disciplined dance education fitted to the needs of the modern world of dance and musical theatre, which included the possibility of university validation of its provision. Her son, Nicholas Espinosa, continued these developments and, in 1995 Middlesex University validated London Studio Centre's BA Honours Theatre Dance programme. The Director, Nicholas Espinosa is the Chairman of bbodance and a Trustee for Yorke Dance Project.

LSC began life in and around Tavistock Square in central London. In 1987 it moved into property on York Way, next to Kings Cross Station, where it remained until 2012. In 2012 the college relocated to artsdepot in North Finchley where it has created a unique collaborative partnership with the performing arts venue. The partnership provides the conservatoire with rehearsal and performance spaces that facilitate LSC's high quality training, and the building's bright, contemporary feel has quickly provided the ideal atmosphere for London Studio Centre's new home.

LSC's facilities comprise ten dance studios, two fully equipped theatres, drama and singing rooms, a library with IT suite and a lecture room. The triple-height atrium café and social areas also offer ample space for relaxation.

London Studio Centre is committed to providing an education in dance and related subjects for the professional theatre, in an environment where the individual creative talents of each student are nurtured. All programmes we offer maintain the Centre's mission to be a world-class conservatoire for professional dance and musical theatre, enabling artists to reach their creative potential in performance, creation and production and, thereby, shaping the future of the profession. LSC values and offers a holistic approach, one that keeps pace with recent developments in dance pedagogy. Student representation and student surveys contribute significantly to annual course monitoring and make an important and valuable contribution to quality management.

London Studio Centre is accredited by The Council for Dance, Drama and Musical Theatre (CDMT) and is listed as one of CDMT's Accredited Schools. The CDMT ensures the provision of high-quality professional dance, drama and musical theatre training through accreditation of full-time dance and performing arts schools and has provided the industry benchmark of quality assurance for professional dance and musical theatre training in the UK since 1979.

A review of the London Studio Centre by the Quality Assurance Agency for Higher Education (QAA) in May 2022, the UK's independent quality body for higher education, expressed confidence that 'academic standards are reliable, meet UK requirements, and are reasonably comparable' – the highest judgement available through the review process. The review team did identify specific improvements or areas for development.

In 2019 LSC received a Gold rating from the Teaching Excellence and Students Outcomes Framework (TEF) award from the Office for Students, cementing its 2018's Gold Award. LSC was part of a selective group of 76 prestigious universities or colleges in the UK offering excellence in higher education including; University of Cambridge, University of Oxford, The Royal Academy of Music, The Royal Central School of Speech and Drama and The Conservatoire for Dance and Drama. To be awarded a gold rating LSC has delivered "consistently outstanding teaching, learning and outcomes for its students" and be of "the highest quality found in the UK". For our 2019 rating the Office for Students noted "that students from all backgrounds achieve consistently outstanding outcomes" and that LSC graduates have "exceptionally high" employment rates and student satisfaction rates.

The majority of the teaching staff are actively engaged in professional theatre, enabling students to be aware of new techniques and trends. Students are given an unparalleled range of opportunities to gain performance experience, both in-house and in professional venues.

LSC's alumni are working worldwide with dance companies, in musicals and mainstream theatre from the West End to Broadway, in television, film and commercial dance. Graduate students have embarked on successful careers, joining companies such as Rambert Dance Company, The Royal Ballet, Matthew Bourne's New Adventures, ZooNation, Boy Blue, Michael Clark Company, English National Ballet, Sarasota Ballet, Scottish Ballet, Scottish Dance Theatre, Vienna Festival Ballet, the Royal Shakespeare Company and Royal National Theatre; while others have appeared in leading roles in musicals in the West End and elsewhere including *Hamilton*, *Mary Poppins*, *Dirty Dancing*, *Wicked*, *Tina: The Tina Turner Musical*, *Frozen*, & *Juliet*, *American Idiot*, *Billy Elliott*, *Joseph and his Amazing Technicolour Dreamcoat*, *Cats*, *Charlie and the Chocolate Factory*, *Chicago*, *Hairspray*, *Jersey Boys*, *Les Misérables*, *Mamma Mia!*, *Miss Saigon*, *Matilda the Musical*, *Memphis the Musical*, *Stomp*, *The Book of Mormon*, *The Lion King*, *The Phantom of the Opera*, *Thriller Live*, *We Will Rock You* and *Wicked* to name but a few. Many graduates are also working as independent, creative artists in dance and theatre.



## **LSC's Mission, Vision and Values**

### **VISION**

To be a world-class conservatoire for professional dance and musical theatre, enabling our graduates to reach their creative potential in performance, creation, production, and education, thereby, shaping the future of the profession.

### **MISSION**

To enable students to become innovative and skilled performers, creators, producers, and education managers, at the cutting edge of professional dance and musical theatre through the development and delivery of innovative programmes.

### **VALUES**

The London Studio Centre is committed to:

- Excellence in professional practice
- Preserving and developing the heritage of dance and musical theatre
- Engagement with a diverse and representative range of dance forms and celebrating their origins
- Respect for the individual, inclusive of their culture and background
- A culture of health and well-being
- Freedom of thought and expression, fostering academic freedom of speech
- Promoting entrepreneurship and innovation
- A culture of creative opportunities
- Life-long learning and continuing professional development
- Students as partners in quality management and enhancement

## **Job Description:**

### **MARKETING AND COMMUNICATIONS OFFICER**



#### **General Functions:**

To be responsible for the development and implementation of all marketing, press and advertising campaigns for London Studio Centre.

#### **Consultation:**

In carrying out their duties the Marketing and Communications Officer will consult with the Director of London Studio Centre, Assistant Director, Financial Controller, Programme Leaders, Performance and Events Coordinator and other staff and students of London Studio Centre, where necessary. It will also be necessary to consult with the Artistic Directors of LSC's performing companies, the Production Manager, the producers and directors of all other London Studio Centre productions and with other outside organisations, including but not limited to, website designers, printers, performance venues, other company administrators and our own advertising representatives.

#### **Principal Duties and Responsibilities:**

##### *Marketing Strategy*

- Develop and implement the marketing strategy for LSC.

##### *Social Media*

- Responsible for content creation across all LSC social media platforms including Instagram, Facebook, Twitter and YouTube.
- Conceptualise and facilitate all social media campaigns for company shows and tours, programmes/courses, performances and any other events within LSC.
- Strategically implement paid social media promotions based on target audience.
- Advise and oversee associated LSC social media accounts; these include LSC's performing companies and LSC Living.
- Provide regular insight on audience behaviour and demographics.

##### *Website*

- Responsible for the content of LSC's website. This includes, ensuring all information is up to date at all times, coordinating the website responsibilities list.
- Liaise and coordinate with the Website Designers on the appearance and functionality of the website.
- Provide quarterly insight on audience behaviour and demographics using Google Analytics.

##### *Tour Marketing*

- Work in conjunction with the Production Manager to oversee the general marketing of the third-year company tours, ensuring all print has been signed off by the Director and all theatres are supplied with the relevant marketing material.
- Responsible for the design and production of the company programmes.
- Work with the Production Manager to target local schools & press with the aim of selling show tickets and promoting the companies.

##### *Advertising and Print Material*

- Responsible for the overall quality and effectiveness of advertising, PR and general print material, including but not limited to the prospectus, all programmes and leaflets, posters and adverts, ensuring all material is signed off by the Director.
- Liaise with the appropriate departments, ensuring that deadlines are met, and that all material is accurate and fulfil any legal requirements (including CMA guidelines) and additional requirements laid down by external organisations, validating bodies and government departments.

### *Merchandise*

- Responsible for the creation and production of all merchandise for London Studio Centre, including but not limited to LSC official clothing and general merchandise. This includes planning and preparing any merchandise required for specific events e.g. Move It, Boys' Day and the Summer Programme.

### *Mailing Lists*

- Manage and develop mailing lists for a range of purposes, including but not limited to VIP invites, agents lists, schools target lists, and website mailing list sign-ups.
- To organise e-shots and postal mail-outs as appropriate.

### *Performance/Outreach Events*

- Design, prepare and print programmes for all internal performance opportunities.
- Assist with the organisation and running of LSC events e.g. Marketing events, performances, open days, staff development days and outreach events.

### *Image/video libraries*

- Maintain organised libraries of photographic and video materials owned by London Studio Centre.
- Organise photo-shoots/the creation of videos and trailers where appropriate.

### *Alumni Association*

- Work closely with the Alumni Association Administrator, to develop the work of LSC's Alumni Association, including but not limited to Alumni Association newsletters, Alumni presence on the website and the maintenance of the Alumni contact database.

### *Administration*

- Act as secretary for the termly Marketing, Widening Participation & Outreach Committee (MarkC) and Outreach & Events Marketing Committee (OMET).
- Be a member of a range of meetings, including but limited to the MarkC, OMET and Admin Committee.
- Support the Admin Office with every aspect of general day to day administration.

### *General Duties*

- Assist other departments in any general duties to ensure the smooth running of London Studio Centre. This could include general administration assistance, assisting students with their requirements or looking after visitors.
- Ensure any dealings with students are documented.
- Attend all meetings as designated. To document all meetings that you are involved in, both in and away from the office, in the central diary.
- Be available to assist with the smooth running of all productions and various LSC events. Be available to attend at least one performance of all studio productions on a professional basis to entertain guests of London Studio Centre.
- Ensure you are aware of all events and developments in relation to the day to day running of London Studio Centre.
- Attend staff performance review meetings as required.
- Attend any staff development or training courses that are mutually deemed appropriate.

### **To Whom Responsible:**

Director and Assistant Director

### **For whom Responsible:**

Social Media Assistants

## Employment Details:

Job Role:	Marketing and Communications Officer	Line Manager:	Assistant Director
Contract type:	Full time / Permanent (6 months' probation)	Area of work:	Marketing / Administration
Grade:	Grade 3.0	Salary:	Circa £30,000-£35,000 per annum. Depending on Experience
Working hours:	Monday to Friday (8 hours a day, time negotiable)	Location:	Onsite, London Studio Centre, North Finchley

## Person Specification:

Attributes	Essential	Desirable
<b>Knowledge:</b> <ul style="list-style-type: none"> <li>Substantial marketing experience</li> <li>Confident MAC user</li> <li>Excellent IT Skills – particularly MS Office</li> <li>Experience of using social media in an office-based environment</li> <li>Experience of using Adobe Creative Suite</li> <li>Experience using Google Analytics</li> <li>Experience using Mailchimp</li> <li>Creative designer</li> <li>Experience of working within Higher Education</li> <li>Experience of working within the performing arts, specifically dance sector</li> </ul>	X X X X X X X	X X X
<b>Qualifications:</b> <ul style="list-style-type: none"> <li>Degree level qualification (however candidates with particularly strong experience and no Degree are encouraged to apply)</li> <li>Qualification in marketing</li> </ul>	X	X
<b>Organisation and personal skills:</b> <ul style="list-style-type: none"> <li>Strong literacy skills</li> <li>Excellent administrative and organisational skills</li> <li>Excellent attention to detail and accuracy skills</li> <li>Ability to work calmly under pressure</li> <li>Ability and willingness to work flexibly to manage workload to changing pressures and demands</li> <li>Ability to utilise experience and quickly adapt to new tasks</li> <li>Good time management skills</li> <li>Proven ability to work pro-actively as part of a team</li> <li>Positive, can-do attitude</li> <li>Strong communication and interpersonal skills</li> </ul>	X X X X X X X X X X	
<b>Other:</b> <ul style="list-style-type: none"> <li>Proactive approach to continuing professional development</li> <li>Current DBS</li> <li>First aider</li> </ul>	X	X X

## Guidance notes

### Application

To make an application, please send the following:

- CV and Cover letter
- [Equal Opportunities Monitoring form](#)

Please send these to [humanresources@londonstudiocentre.ac.uk](mailto:humanresources@londonstudiocentre.ac.uk) by **9am, Friday 9<sup>th</sup> June 2023**.

If you have any questions regarding the position, please do not hesitate to contact Human Resources on the above email or at 02075202800.

Please note:

- Should you require this application in another format please do not hesitate to contact us
- All correspondence will be made by email, please therefore make sure a valid email address is provided and checked during the application process
- CV's will not be accepted without a completed application form.

### Interview

LSC aims to notify candidates as soon as possible after the closing date whether they have been invited for an interview.

First interviews will be conducted online in the **week commencing 12<sup>th</sup> June 2023**. Second interviews will be conducted face to face soon after.

The proposed start date is as soon as possible after the interviews. Exact start date to be negotiated.

### Outcome

London Studio Centre will endeavour to inform all applicants of the outcome of their application (by email); however, if you have not received an invitation for interview from LSC within two weeks of the deadline, please assume that your application has been unsuccessful.

Please note we are unable to provide feedback to unsuccessful applicants regarding their application/interview.

Final appointment is subject to receipt of satisfactory references.

### Equal Opportunities

As an equal opportunities employer and as part of LSC's commitment to equality and diversity. LSC welcomes applications from all suitably qualified persons and encourages applications from candidates with protected characteristics. As an institution promoting anti-racism, we especially encourage applications from ethnic minorities. All appointments will be made in accordance with the Equality Act (2010).

To monitor the effectiveness of LSC's equal opportunities policy, we would appreciate the completion of the equal opportunities form with any completed application form.

### Data Protection

London Studio Centre conforms with the Data Protection Act (1998) and General Data Protection Regulation (2018) and will treat all information received with the relevant security.