

## JOB DESCRIPTION

<b>JOB TITLE</b>	Communications Manager
<b>TYPE OF CONTRACT</b>	12 months fixed-term contract, full-time
<b>RESPONSIBLE TO</b>	Head of Marketing and Communications
<b>GRADE AND GROSS ANNUAL SALARY</b>	Grade 4 £30,662 to £34,509 (pro-rata)  Please note that we advertise our salaries on a range to indicate the trajectory of progression that can be made. Appointments are usually made at the start of the salary range
<b>HOURS OF WORK</b>	35 hours per week; Monday to Friday (9.30am – 5.30pm) plus evening and weekend work as and when necessary
<b>KEY WORKING RELATIONSHIPS</b>	Head of Marketing and Communications Principal / CEO, Marketing and Communications Assistant, Digital Communications and Content Manager, Digital Marketing and Recruitment Manager
<b>INTERNAL</b>	Members of the Senior Management Team Board of Governors
<b>EXTERNAL</b>	Key stakeholders, partners and agencies
<b>PROBATIONARY PERIOD</b>	Your employment will be subject to a probationary period of 3 months
<b>BENEFITS</b>	
<b>(1) HOLIDAY ENTITLEMENT</b>	Generous annual leave of 28 days plus Bank holidays  (This is inclusive of any days when LAMDA may be closed, e.g. Christmas closure)
<b>(2) PENSION</b>	After 3 months of continuous service you will be automatically enrolled into our qualifying workplace pension scheme with AVIVA. LAMDA will make an additional contribution in accordance with auto-enrolment regulations
<b>(3) GP 24</b>	You have access to remote, private GP services 24/7, 365 days a year. GP 24 is supported by highly experienced and knowledgeable doctors

<b>(4) EMPLOYEE ASSISTANCE PROGRAMME</b>	LAMDA offers confidential, 24/7, online easy to access mental health support which is a free service
<b>(5) CYCLE TO WORK SCHEME</b>	LAMDA offers a salary sacrifice cycle to work scheme
<b>(6) EYE TESTS</b>	Sight test costs is reimbursed to employees who require VDU use
<b>(7) HYBRID WORKING</b>	Hybrid working may be offered for some non-student facing roles. We expect a norm of 60% of your time in the office and 40% of your time to be worked from home

## **JOB PURPOSE**

Reporting to the Head of Marketing and Communications you will have responsibility for internal communications, media relations, communications planning, publications, social media, and to meet the needs of both internal and external audiences.

The role requires creative flair, the ability to influence colleagues at all levels and strong organisational abilities. It involves devising, implementing and evaluating strategic, multi-channel communication plans and helping to shape and deliver LAMDA-wide communications in support of our organisational strategy.

You will have a key role to play in promoting LAMDA both to our internal and external audiences, our services and impact in society through publicising success stories across a variety of channels to a wide-ranging audience, which spans staff and students, industry and alumni as well as local and international communities. You will establish effective lines of internal communications which support staff engagement through the sharing of information and transparent governance.

## **DUTIES AND RESPONSIBILITIES**

- Devise, implement and monitor LAMDA's profile-raising communication plan in conjunction with stakeholders and in line with LAMDA's strategic priorities and ambitions. Set KPIs and monitor performance on all communications activities. Use these metrics to review and recommend improvements, developing new channels as necessary whilst managing current communication channels and content that contributes to LAMDA's identity, activities and success.
- Provide specialist professional advice to LAMDA staff, at all levels, on strategic internal communications planning and best practice, and create briefings, presentations and written reports to help deliver engaging and effective communications to target audiences and including GDPR compliance.
- Create and implement LAMDA's Communications Handbook and establish and instrument methods to ensure internal audiences adhere to guidance and best practice.
- Deliver a programme of professional communications to raise LAMDA's profile internally, with staff and students, and externally to augment our reputation on a global scale. This will include:
  - Sourcing and creating fresh, engaging and relevant content, promoting events to engage with target audiences.
  - Liaising with stakeholders, responding to enquiries, and keeping abreast of current affairs/news, including identifying potentially sensitive issues and preparing rapid response communications where appropriate.
- Respond to developing situations which might impact LAMDA's reputation and monitoring comments/enquiries received through staff and student channels to highlight potential emerging

issues to the Senior Management Team and creating reactive communications.

- Working with the Head of Marketing and Communications, map business continuity communication scenarios and create streamlined communication processes along with content templates for all channels.
- Work closely with the Development team to build connections with alumni in alignment with the LAMDA's priorities. Activities may include creating case studies, sharing news and sourcing profiles.
- Review and implement internal communications for staff and students, seeking to achieve effectiveness and efficiency through use of appropriate channels of communication depending on the message and intended audience. These may include:
  - Newsletters
  - SharePoint or Wiki sites
  - School website
  - Social media
  - Digital screens and noticeboard
- Analyse, manipulate and interpret data to evaluate the effectiveness and impact of the communication and dissemination activities for project reporting and to adapt the communication approaches employed where required.
- Any other duties as directed by the Head of Marketing & Communications or the Principal / CEO.

***This job description reflects the present requirements of the post and should not be seen as an exhaustive list of responsibilities. Duties and responsibilities may develop and change in consultation with line management.***

***The successful applicant will be required to go through a DBS 'Enhanced Disclosure' check. Expenses will be met by the Academy.***

## PERSON SPECIFICATION

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>METHOD OF ASSESSMENT</b>
<b>SKILLS / ABILITIES</b>	<p>The ability to prioritise workload by balancing long-term proactive internal communications planning with day-to-day reactive requirements and requests while working to, often tight deadlines and competing timescales</p> <p>Excellent written, personal and digital communication skills with a passion for creative and effective communication</p> <p>Strong analytical capability and experience in interpreting data, drafting complex reports and communicating outcomes/recommendations to stakeholders at all levels</p> <p>Organisational skills and ability to motivate others, to work under pressure with conflicting timescales whilst still paying close attention to detail</p>	<p>Experience within the Higher Education Sector</p> <p>Understanding of legal issues such as copyright</p>	CV/Cover letter/ Interview
<b>KNOWLEDGE</b>	<p>The ability to create clear and effective communication plans and concise, compelling key messages and to communicate complex information clearly and effectively</p> <p>The ability to effective use of forward planning tools, proactively creating and collecting information from a variety of sources to be published on relevant channels</p> <p>Strong relationship and stakeholder management skills across all levels, with the ability to interpret people's needs to influence effectively and manage expectations</p>	Master's degree in Journalism, Public Relations, or a related discipline	CV/Cover letter/ Interview
<b>EXPERIENCE</b>	<p>A proven track record of strong internal and external communications experience in a similar or related role</p> <p>Experience of planning, delivering</p>	Experience of the field of theatre / film / performing art communication	CV/Cover letter/ Interview

	<p>and monitoring communications with the aim of highlighting impact</p> <p>Significant experience using email campaign tools, digital analytics and measurement tools, and MS Office tools</p>		
<b>QUALITIES</b>	<p>Flexible collaborator with experience of planning and managing projects across functional teams</p> <p>Able to support, guide and encourage others in the team to achieve individual and team objectives. Demonstrates respect for others, fairness, equality, tolerance and openness</p> <p>Communicate in a constructive and positive manner</p> <p>Support other team members to develop or enhance their skills</p>		CV/Cover letter/ Interview

## ABOUT LAMDA

As the oldest drama school in the UK, founded in 1861 as the London Academy of Music and Dramatic Art, LAMDA is a world-leading conservatoire based in the heart of London, offering exceptional vocational training to actors, stage managers, technicians, directors and designers, regardless of their background or socio-economic circumstances. In 1965, LAMDA became the first drama school to introduce technical training and quickly became a prototype for other institutions branching into this area.

LAMDA is also an Ofqual-registered awarding body, offering world renowned qualifications in communication and performance and inspiring the next generation of confident communicators through qualifications in performance and communication.

LAMDA has been registered with the Office for Students as a stand-alone Higher Education Provider since 2019, and was granted full degree awarding powers in 2021. We believe drama has the power to transform lives. Our students graduate as authentic, confident and independent artists or technicians, capable of shaping their own careers.

Conservatoire training is, by its nature, selective, training only the best; course numbers are limited and LAMDA teaches in small groups. There is a core cohort of just under 400 UK and international students a year across six degree courses and other HE courses. The school also welcomes around 360 students onto other courses during the year, including short courses run during Spring and Summer vacations. LAMDA is a leader in performing arts training and strives for excellence in every facet of our organisation.

In July 2018, LAMDA joined the register of Higher Education Providers, a key step towards achieving degree awarding powers. LAMDA now operates independently from the Conservatoire of Dance and Drama, receiving funding directly from the Office for Students. LAMDA was granted full degree awarding powers in 2021.

At the heart of LAMDA's approach is a commitment to the ensemble, stressing the importance of collaboration to achieve excellence. LAMDA nurtures every student's unique talents to give them the tools they need to become independent, creative artists and technicians, along with all the help and guidance they need to transition and make their mark within the creative and performing arts industry. Alongside this, LAMDA is committed to ensuring that its training is accessible to all. LAMDA has several substantial measures in place to widen access to Higher Education and is committed to the creation of pathways to our training for those from the Global Majority, those from low socio-economic backgrounds and care leavers.

The work of the Academy is complemented by that of LAMDA Examinations, through which LAMDA offers a drama and communications-based syllabus leading to accredited and non-accredited awards in the UK and overseas.

In 2017, LAMDA moved into its new £28.2m centre for world-leading drama training. LAMDA's new home features ten large training and rehearsal studios, three theatres - the 200 seat Sainsbury Theatre, 120-seat the Carne Studio Theatre and the Linbury Studio, and a fully equipped digital and audio suite. In January 2018, LAMDA alumni Benedict Cumberbatch was appointed the Academy's President.

LAMDA Alumni include Nikki Amuka-Bird, Patricia Hodge, Janet Suzman, Chiwetel Ejiofor, Jeremy Irvine, Rory Kinnear, Harriet Walter, Rose Leslie, Paterson Joseph, David Oyelowo, Katherine Parkinson, Toby Stephens, David Suchet, Sam Claflin, Leah Harvey, and Ruth Wilson, among many others.