

JOB DESCRIPTION

JOB TITLE	Marketing & Communications Executive (Drama School & Student Recruitment)
DEPARTMENT	Marketing & Communications
TYPE OF CONTRACT	Permanent, Full-time
RESPONSIBLE TO	Head of Marketing & Communications
COUNTERSIGNING MANAGER	Vice Principal – Commercial, Exams & Partnerships
GRADE AND SALARY	Grade 4 £34,858 - £39,233 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.
HOURS OF WORK	35 hours per week; Monday to Friday (9.30am – 5.30pm) plus evening and weekend work as and when necessary
KEY WORKING RELATIONSHIPS	Marketing & Communications, Drama School Teaching Staff and Students, Student & Academic Services, Development, Access & Widening Participation, Alumni, Front of House, Estates
INTERNAL	
EXTERNAL	External partners and agencies, designers, press and media contacts
PROBATIONARY PERIOD	Your employment will be subject to a probationary period of 6 months
BENEFITS	
(1) HOLIDAY ENTITLEMENT	Generous annual leave of 28 days plus Bank holidays (This is inclusive of any days when LAMDA may be closed i.e. towards Christmas closure)
(2) PENSION	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

(3) GP 24	You have access to remote, private GP services 24/7, 365 days a year. GP 24 is supported by highly experienced and knowledgeable doctors
(5) EMPLOYEE ASSISTANCE PROGRAMME (EAP)	EAP is a confidential employee benefit designed to help you deal with personal and professional problems that could be affecting your home life or work life, health and general wellbeing. EAP service provides a complete support network that offers expert advice and compassionate guidance 24/7, covering a wide range of issues
(6) CYCLE TO WORK SCHEME	LAMDA offers a salary sacrifice cycle to work scheme
(7) EYE TESTS	Sight test costs is reimbursed to employees who require VDU use
(8) HYBRID WORKING	Hybrid working may be offered for some non-student facing roles. We expect a norm of 40% of your time in the office and 60% of your time to be worked from home
(9) GROUP LIFE ASSURANCE	After six months of continuous service and on successful completion of the probationary period you will become eligible to death-in-service benefit where the nominated beneficiary could receive approximately 4 x annual salary payment if death occurs whilst in Service
(10) SEASON TICKET LOAN	LAMDA offers an interest free loan for the purchase of an annual season ticket

JOB PURPOSE

The Marketing Executive (Drama School & Student Recruitment) plays a central role in attracting, engaging and converting prospective students to LAMDA's full-time undergraduate, postgraduate, and semester programmes in the UK and internationally. The post holder is responsible for planning and delivering high-quality, insight-led marketing and communications activity across digital, print, events and press, ensuring that LAMDA's courses are clearly positioned, competitively marketed, and accurately represented throughout the recruitment cycle.

Working closely with Admissions, other Academic departments and external partners, the role leads on student recruitment campaigns, open days and recruitment events, and contributes to LAMDA's wider public profile through proactive press and external communications. The post holder monitors performance, manages budgets and partnerships, and uses data, audience insight and sector awareness to continuously refine recruitment activity.

As a key ambassador for the LAMDA brand, the Marketing Executive ensures consistency, quality and impact across all student-facing communications, supports institutional priorities such as Access & Widening Participation, and helps safeguard and enhance LAMDA's reputation as a world-leading drama school and conservatoire.

DUTIES AND RESPONSIBILITIES

Student Recruitment Marketing

- Create and implement multichannel marketing and communications campaigns for full-time undergraduate and postgraduate degree courses and semester programmes.
- Lead on the monitoring, reporting and analysis of student recruitment activities.
- Manage paid media activity to engage new and existing audiences and achieve target application numbers for full-time and semester courses.
- Work with the Digital Content & Communications Manager on the creation, commissioning and management of student recruitment marketing and communication assets.
- Work with the Digital Content & Communications Manager on the creation and management of content roadmaps for student recruitment activity across all platforms, including the LAMDA website, social channels and email.
- Oversee all related marketing activity from partner organisations and manage LAMDA's presence on external platforms where we promote our core courses.
- Work closely with the Admissions team to prepare and update course pages throughout the student recruitment cycle and to firm deadlines, ensuring all application details and links are accurate and up to date.
- Conduct an annual review of course pages on the LAMDA website, seeing where copy and content can be refreshed or elevated to maximise impact.
- Collaborate with the US marketing team on strategies and campaigns to boost application numbers in the US and Canada to achieve commercial targets.
- Conduct research into new platforms and channels where LAMDA can engage with target demographics, both in the UK and internationally.
- Conduct an annual competitor analysis of drama schools and conservatoires to ensure that LAMDA is remaining competitive in its marketing and training offering.
- Brief, manage and deliver advertising for relevant industry publications (print and digital) to market core courses and reach target demographics, working with the Digital Content and Communications Manager.

- Work with the Access & Widening Participation Manager on the creation and sending of communications to raise awareness of AWP programmes and events.
- Manage all materials for student showcases, including the annual Graduating Actors Directory alongside other members of the Marketing team.

Student Recruitment Events

- Lead and manage a calendar of annual undergraduate and postgraduate Open Days, ensuring exceptional quality and value for visitors.
- Create all Open Days communications, including registration pages and pre- and post-event communications on the LAMDA website and DotDigital.
- Manage internal stakeholders and all teams involved in the Open Days and confidently communicate dates, times and itineraries.
- Commission Open Day assets to distribute at the Open Days, including building maps and visitor itineraries.
- Work closely with the Estates team to prepare all rooms, facilities and theatre spaces and ensure that everything is completed to a high standard.
- Create post-event reports and lead stakeholder debrief meetings, using relevant data and survey results to inform future decisions.
- Work with LAMDA's IT team to prepare for online Open Day events and ensure a smooth delivery for international visitors.
- Manage LAMDA's presence at annual student recruitment fairs, trade exhibitions, conferences and external events, including UCAS Create Your Future events, TheatreCraft, ABTT, Production Futures and the Young Talent Expo.
- Deliver relevant marketing materials for all external student recruitment events, including the LAMDA prospectus, course-specific assets and video.
- Attend LAMDA events (on and off site) where necessary.

Press & External Communications

- Work with the Head of Marketing to handle incoming media enquiries, managing responses promptly and appropriately to protect and enhance LAMDA's reputation.
- Write, edit and distribute compelling press releases, statements, and news stories that align with LAMDA's voice and brand values.
- Respond to internal briefs and support key institutional events (e.g. graduation showcases, productions, outreach work) with press coverage and media engagement.
- Identify and develop strong working relationships with key journalists, editors, bloggers, and influencers in the arts, education, and culture sectors.
- Manage LAMDA's media monitoring and analysis platform, and press list, ensuring that the database is kept up to date.
- Pitch stories to appropriate outlets, tailoring the narrative to suit varied audiences and editorial styles.
- Monitor and evaluate LAMDA's press coverage, producing reports to share with internal stakeholders.
- Implement and maintain a digital archive of LAMDA's press coverage.
- Facilitate and nurture working relationships with freelance PR professionals where necessary.
- Contribute to planning and executing crisis communications, with the support of the Head of Marketing and wider organisation.

Stakeholders & Relationships

- Play a proactive role in department wide meetings and support colleagues on marketing & communications initiatives as needed.
- Facilitate positive relationships and engagement with internal stakeholders, including the senior management team and course leaders.
- Manage relationships and facilitate positive collaboration with key partners, from charity organisations such as Production Futures, UUK and GuildHE and commercial partners.
- Look for ways to collaborate with key partners on projects and initiatives that will engage new and existing audiences and contribute to the creative arts sector.
- Manage joint marketing activity between LAMDA and external partners, analysing how partnerships support LAMDA's overall strategy and financial objectives.
- Build connections with fellow conservatoires in the sector, in the interest of strengthening ties and sharing knowledge and insights.
- Support in maintaining and developing relationships with North American colleges and assist in the North American Lecture Series and other promotional activities which feed into LAMDA's long-term student recruitment plans.
- Be a champion for the LAMDA brand and safeguard the LAMDA brand in all marketing materials, including with external partners, and LAMDA departments.

Other Duties

- Take responsibility for the day-to-day management of individual campaign budgets, ensuring all budget tracking documentation is accurate and up to date.
- Manage financial administration for all student recruitment and PR related expenses, ensuring accurate records and timely reporting.
- Provide copywriting and proofreading support for written content on LAMDA's website, in print materials and on social media channels as needed.
- Work collaboratively with the wider marketing team on cross-departmental projects.

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

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	Educated to degree level or equivalent vocational training		Certificates
SKILLS / ABILITIES	<p>Outstanding written and oral communication skills</p> <p>Excellent project management skills</p> <p>Excellent copywriting skills</p> <p>Ability to develop and undertake activity from brief through to delivery</p> <p>Ability to manage own time, multitask and work to competing deadlines</p> <p>Ability to build strong working relationships with a wide range of internal and external stakeholders</p> <p>Ability to work within a team, as well as on own initiative</p>	<p>Awareness and confidence of visual communication best practice</p>	CV / Cover Letter / Interview
KNOWLEDGE	<p>Good working knowledge of email marketing platforms</p> <p>Proficient in Microsoft 365 suite – including Microsoft Word, Excel, Outlook and PowerPoint</p> <p>Solid understanding of design and print process, of email and digital marketing</p> <p>Advanced knowledge of digital marketing</p>	<p>Knowledge of conservatoire drama school sector, LAMDA and its product/service portfolio</p> <p>Knowledge of the UK and US Higher Education system and US / International Study Abroad programmes</p> <p>Experience with CRM systems</p>	CV / Cover Letter / Interview

<p>EXPERIENCE</p>	<p>Substantial experience in a marketing and communications role at officer or executive level</p> <p>Experience at planning and delivering in-person and online events</p> <p>Proven experience of management of workflow of external agencies and ensuring that all stakeholders are communicated effectively about the progress</p>	<p>Proven interest / experience in the arts and education sectors and careers in arts and education marketing</p> <p>Proven track record of managing budgets</p>	<p>CV / Cover Letter / Interview</p>
<p>PERSONAL QUALITIES</p>	<p>Flexible, self-motivated and proactive, able to prioritise a sizeable workload and work flexibly as part of a team</p> <p>Comfortable working to deadlines</p> <p>Creative flair and imagination</p> <p>Resourceful and a problem-solver</p> <p>Curious, positive and pragmatic</p>	<p>Keen interest in the performing arts</p>	<p>CV / Cover Letter / Interview</p>

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.

We believe drama has the power to transform lives and our students graduate as authentic, confident and independent artists or technicians, capable of shaping their own careers.

LAMDA has been registered with the Office for Students (OfS) as a stand-alone Higher Education Provider since 2019, and in February 2026 was granted indefinite Degree Awarding Powers (DAPs) by the OfS, marking one of the most significant milestones in the conservatoire's 165-year history.

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.

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 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.