

# TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

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## MARKET RESEARCH OFFICER

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## MARKET RESEARCH OFFICER FULL – TIME (PERMANENT)

**SALARY: £ 23,579 - £ 26,759**

Trinity Laban Conservatoire of Music and Dance is a forward thinking, contemporary and world-class Higher Education Institution with a vision to redefine the conservatoire for the 21<sup>st</sup> century. At the leading edge of music and dance training, it provides specialist education of the highest quality, which reflects the increasingly collaborative world of artistic practice and supports the lifelong career development of students and professional performing artists.

This is a new post within the Department of Marketing and Communications to work alongside various team members to fulfil market research work relating to student recruitment, web development, performance marketing, design and media work as well as other market research requests as needed by the Conservatoire.

The post holder will become an integral member of the Marketing and Communications teams in order to prioritise, carry out and report on a series of market research projects as needed. Frequent surveys will need to be administered amongst internal and external stakeholders including, but not limited to: prospective and current students, alumni and competitor institutions in the UK and overseas. It will also be essential that the post holder has strong communications skills in order to liaise with faculty, staff and students on a daily basis. Some off-site visits to carry out benchmarking exercises as well as build external relationships may be required.

To join our team you should be educated to degree level and have previously held a similar role either in an HEI or arts environment with a solid experience of research techniques. Experience and knowledge of music and/or dance would be desirable.

Candidates wishing to apply should submit a completed application form making sure that the criteria in the person specification are addressed.

For an information pack and application form, please go to the Job Opportunities page of our website at <http://www.trinitylaban.ac.uk/job-opportunities> or contact: Pamela Thompson, HR Advisor, on 020 8305 4374 or [staffrecruitment@trinitylaban.ac.uk](mailto:staffrecruitment@trinitylaban.ac.uk).

**Closing Date: 12:00 noon, 20 June 2013 (no agencies)**

**Interview Date: Week Commencing 8 July 2013**

CVs will not be accepted unless accompanied by a completed application form.

**Trinity Laban Conservatoire of Music and Dance is committed to equal opportunities and diversity.**

*City University London validates Trinity Laban's postgraduate diploma and degree programmes across music and dance, including the Research Degree Programme. Within the validation partnership Trinity Laban is responsible for the delivery and management of the provision and City University for assuring the quality and standards of the programmes.*

*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.*

## JOB DESCRIPTION

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<b>Post:</b>	Market Research Officer
<b>Department:</b>	Marketing and Communications
<b>Reporting to:</b>	Head of Marketing and Communications
<b>Staff Responsibility:</b>	None
<b>Grade:</b>	Grade 5

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## OBJECTIVES

To carry out research and reporting for student recruitment, performance marketing, web development, design and media work

To co-ordinate work with stakeholders to improve availability of consistent market research data, enabling marketing to be undertaken using a strong evidence base, and resources to be used efficiently and effectively

To survey staff and students on internal communications

## MAIN DUTIES

- Research new markets for student recruitment
- Perform continuous benchmarking exercises for Trinity Laban within the sector
- Research the UK and international market for music and dance programmes in order to establish market demand and interest
- Help compose advertising campaigns, and liaise with clients
- Aid the Web team to research market trends for web design and social media techniques
- Assist in presenting marketing strategies to internal stakeholders
- Provide reports with statistical input as needed by senior management
- Aid the Design team for feedback on current design work for music and dance
- Investigate local and regional markets for performance marketing opportunities
- Initiate surveys and questionnaires across the conservatoire
- Research PR and media opportunities to further TL's brand and profile raising
- Carry out other market research initiatives and tasks as needed

### Employee relationships

- Maintain good relationships with other departments and members of staff and to become a well-known and respected member of the Marketing and Communications team.

**Knowledge and expertise**

- Knowledge of research techniques and reporting
- Strong communication skills

**The post holder must:**

- At all times be committed to Trinity Laban's Equality, Diversity and Access Policy.
- Adhere to all policies and procedures relating to Health and Safety in the workplace.

**Please note:**

*The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. 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.

**Please note:**

**Applicants for this role must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.**

## MARKET RESEARCH OFFICER

### PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Qualifications</b>		
Good academic record up to completed first degree, or equivalent	X	
Appropriate professional qualifications / training		X
<b>Experience</b>		
Previous role in with market research, ideally in a Higher Education or Arts environment	X	
Providing statistical input and reporting	X	
Selecting the most appropriate research methodologies for each project	X	
Designing research questionnaires and guides	X	
Knowledge of Higher Education, including key sector-wide developments	X	
Moderating focus groups	X	
Advising stakeholders on how to use research findings	X	
Membership of relevant professional institution		X
<b>Skills</b>		
Excellent planning and organisational skills (including attention to detail)	X	
Excellent written communication skills	X	
Excellent numeracy skills	X	
Excellent interpersonal skills, including oral communication and presentation	X	
Computer literacy, MS Office Suite	X	
Ability to prioritise work	X	
Ability to demonstrate a high level of commitment	X	
Ability to maintain high levels of confidentiality as appropriate	X	
<b>Knowledge</b>		
Music and/or dance		X
CRM experience		X
Research techniques	X	
Knowledge of the higher education sector	X	
<b>Personal Qualities</b>		
Enjoys working within a team and independently	X	
Ability to prioritise a demanding workload and meet strict deadlines	X	
Friendly and professional approach towards internal and external stakeholders	X	

## CONDITIONS OF SERVICE

<b>Contract:</b>	Permanent - full-time.
<b>Hours:</b>	Normal working hours are 35 hours per week (with a daily lunch break of one hour) usually from 9.00 am – 5.00 pm Monday to Friday.
<b>Location:</b>	You will be primarily based at the Faculty of Dance building (Laban, Creekside), but may also be required to work at the Faculty of Music Building (Trinity, King Charles Court, Old Royal Naval College).
<b>Salary:</b>	The salary for the post will be in accordance with the Trinity Laban Staff Salary Scale, Grade 5, Incremental Points 16 – 21, £ 23,579 - £26,759 p.a., inclusive of a London Weighting Allowance of £3,407 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.
<b>Annual Leave:</b>	25 days, in addition to Statutory, Bank and Public Holidays.
<b>Pension Scheme:</b>	The candidate will, upon successful completion of their probationary period, be eligible to join the Universities Superannuation Scheme. Currently employees contribute at the rate of 6.5% of the pensionable salary. The Conservatoire pays the Employers contribution currently at the rate of 16% of pensionable salary.
<b>Sick Pay:</b>	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.
<b>Staff Development:</b>	A range of Staff Development opportunities are available.
<b>Car Parking:</b>	A limited number of parking spaces are available at both sites, subject to availability.
<b>Cafeteria:</b>	Our Cafeterias/Licensed Bars at both sites serve a range of hot and cold drinks snacks.
<b>Classes:</b>	Reduced rates access to Adult Classes & Pilates Classes.
<b>Events:</b>	There are a wide range of music and dance performances each week, many of which are free to members of staff.
<b>Childcare:</b>	Trinity Laban operates the Edenred childcare voucher scheme. Details are available on request from the HR Department.
<b>Health:</b>	Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health department.

## **INFORMATION ON TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE**

In 2005, Laban joined nearby Trinity College of Music to form Trinity Laban Conservatoire of Music and Dance. The pairing of these two leading organisations has created a diverse community of performers, choreographers, composers, designers, teachers, researchers and writers. As the traditional divisions between art forms blur, Trinity Laban provides its students with unique collaborative opportunities in an environment of creative and technical excellence. We encourage our students to explore the ever-evolving art forms of music and dance, and provide the real-world skills they need to become the artistic leaders of the future.

The Conservatoire runs a vibrant programme of performances and festivals as well as ground breaking education, community and social-inclusion schemes.

### **Faculty of Music**

Located in the beautiful Wren-designed King Charles Court at the Old Royal Naval College in Greenwich, Trinity Laban's Faculty of Music is one of the UK's leading centres for the training of professional musicians. It is a creative and cosmopolitan community of performers, composers, teachers and researchers. It provides a realistic preparation for the 'portfolio career' of the modern performing musician: developing a diversity of skills on the one hand, and intense specialisation on the other. Programmes are tailored to the personal interests and needs of individual musicians, from pre-undergraduate through to postgraduate and professional development courses. Trinity Laban Music has long been acknowledged for fostering a caring environment for its students. Our professional staff are renowned musicians with many working as acclaimed soloists or belong to top London orchestras and opera companies.

### **Faculty of Dance**

Trinity Laban is one of Europe's leading centres for the training of professional contemporary dance artists, attracting students from around the globe.

We have the largest team of specialist contemporary dance teachers in the world as well as exceptional facilities. Our state-of-the-art building won the UK's highest architectural award - the RIBA Stirling Prize for 'Building of the Year' - and recently topped The Daily Telegraph's list of the most inspiring buildings in Britain.

We are training the leading dance artists of tomorrow - we provide our students with the best artistic training and the skills they need to succeed in the professional world. Trinity Laban was the highest ranked dance institution in the Guardian Higher Education/University League Tables 2011.