



## JOB DESCRIPTION AND PERSON SPECIFICATION:

# HEAD OF MARKETING AND COMMUNICATION

Contract terms	Full Time / Permanent (after initial 6 month's probation period)
Responsible to	Chief Executive Officer
Responsible for	P/T Marketing Assistant
Working with	Senior Leadership Team / Heads of Acting, Dance and Musical Theatre
Hours per week	37.5
Holiday entitlement	28 days
Salary	Up to £30,000

### Introduction

The MGA Academy of Performing Arts is a small specialist higher education institution based in Edinburgh, Scotland.

MGA delivers degree programmes in Acting, Commercial Dance and Musical Theatre. The degrees are validated by Bath Spa University.

MGA is about to enter a very exciting stage in its history. In September 2023 the academy will be developing and enhancing its range and areas of educational provision, including, for the first time, MA programmes and possible campus relocation.

MGA has great ambitions and aims to be one of the UK's most dynamic training and education centres for the performing arts. As well as the development and enhancement of its campus and buildings, MGA is also developing its international partnership, particularly with the USA. MGA aims to be the only UK performing arts higher education institutions with both UK validation and US accreditation.

### The role

The MGA is seeking to appoint an individual to the new role of Head of Marketing and Communication to help it achieve its goals.

This is an exciting opportunity for a marketing professional to join us and work in collaboration with the Senior Leadership Team to develop, implement and lead our marketing strategy.

With a passion for marketing and interest in and understanding of key issues facing creative industries sector, arts education and widening participation, you will focus on driving recruitment via email marketing, web, events, promotional literature, and social media. Reporting directly to the CEO, you will also work very closely with the teaching teams to ensure that their diverse range of programmes are promoted in the best way to support recruitment and conversion.

Ideally you will have a degree in an area of marketing, business or a closely-related subject or equivalent professional experience.

In addition, you will have excellent interpersonal and communication skills, be able to work as part of a team and have the ability to plan and manage busy and competing workloads.

## HEAD OF MARKETING AND COMMUNICATION – CONTINUED



### Job description

- In partnership with the Senior Leadership Team develop the academy’s marketing and student recruitment strategy
- Collect, verify, and analyse data (internal and external) to ensure that the marketing strategy and activities are appropriately targeted and respond to the academy’s needs and aspirations
- Manage the academy’s website (in partnership with external agencies)
- Manage and develop the academy’s online presence (Facebook, Instagram et al)
- Develop and produce print-based material as and when required
- Manage and develop partnerships with potential feeder educational institution and other arts institutions
- Develop and lead the academy’s public relations and press activities
- Manage the marketing budget and ensure all activities are cost effective
- Attend regional, national and potentially international student recruitment
- Support the Programme Teams in the management and organisation of auditions and other recruitment events including open days
- Develop and maintain the academy’s brand identity
- Line manage the Part-time Marketing Assistant

### Person specification

Criteria	Essential (E) or Desirable (D)	Where Demonstrated
Educated to degree level in Marketing or related area (we will consider applicants with degrees in other disciplines if they can demonstrate marketing experience)	E	Letter of Application
Educated to postgraduate level in Marketing or related area	D	Letter of Application
Evidence of the ability to manage data and operate in an analytical and structured manner	E	Letter of Application / Interview
Evidence of the successful development, leadership, and operation of marketing strategies ideally within the arts or higher education sectors	E	Letter of Application / Interview
Knowledge of, and experience in higher education student recruitment	D	Letter of Application / Interview
Advanced proficiency/skill in the use of online resources and social media for marketing, PR and recruitment	E	Letter of Application / Interview
The ability to create written copy which responds to the aspirations/needs/interests of our target markets	E	Letter of Application / Interview
The ability to create/commission online and print visual material within the context of the Brand identity	E	Letter of Application / Interview
Excellent interpersonal skills with the ability to make presentations	E	Letter of Application / Interview
Strong team working skills	E	Letter of Application / Interview

## HEAD OF MARKETING AND COMMUNICATION – CONTINUED

Experience of managing financial resources with the ability to ensure projects are completed within budget	E	Letter of Application / Interview
Interest in the arts, specifically the performing arts	D	Letter of Application / Interview



### HOW TO APPLY

There is no application form for this post. To apply please send an up-to-date CV and a covering letter. Within the covering letter please respond to both the job description and person specification. Please include the names and contact details of two referees, one of whom should be your most recent employer.

Applications will only be accepted by email.  
Please send to [recruitment@themgaacademy.com](mailto:recruitment@themgaacademy.com)

**The closing date is Friday 2nd September at 4:00pm**

If you require clarification on any points please email the above address.

*The above statements describe the general nature and level of work only. The statements do not represent an exhaustive list of required responsibilities and skills. Other duties may be added or this job description may be amended at any time. This job description does not alter an employee's at-will employment status or create an employment agreement or contract, implied or otherwise.*

The MGA Academy of Performing Arts is committed to promoting equal opportunities in employment. Job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex, sexual orientation ("protected characteristics") or other unjustifiable factor. (Equality Act 2010).

### The MGA Academy of Performing Arts

207 Balgreen Road  
Edinburgh, EH11 2RZ

[themgaacademy.com](http://themgaacademy.com)

0330 058 0656

[info@themgaacademy.com](mailto:info@themgaacademy.com)

[f](#) [t](#) [@](#) [themgaacademy](#)

Company No. SC413496  
VAT No. GB 135 5179 12



The MGA Academy of Performing Arts is accredited by the CDMT