

NORTHERN SCHOOL OF CONTEMPORARY DANCE

JOB DESCRIPTION

Post:	Marketing Officer
Reporting to:	Head of Marketing and Communications
Other Working Relationships:	Vice Principal, Director of Studies, Head of Learning & Participation, Visiting Guest Artists and colleagues in the department.
MAIN PURPOSE OF POST:	As a key member of the Marketing and Communications Team, the Marketing Officer is responsible for ensuring the smooth running of marketing and communications campaigns for the organisation. The candidate will need to develop effective working relationships with internal stakeholders across the organisation, collaborating with all the key functions that go into creating the organisation's marketing and communications output, including external media agencies, design, videography and photography partners. They will get involved with solving problems, attending meetings, drafting internal and external communications, creating content, and documenting progress on a variety of marketing projects, driving them to completion.

RESPONSIBILITIES

Administration and Campaign Support

- Support the department in the day-to-day administration of the marketing team's projects, including issuing of timing plans, and meeting contact notes.
- Facilitate organisation of work and on-going projects.
- Attend internal meetings and gathering relevant data and insight to support the development of communication strategies and creative briefs in response.
- Prepare materials for presenting marketing work.
- Monitor project deadlines and budgets, identifying and communicating potential changes that may be required.
- Maintain accurate records of meetings, decisions and next actions.

Content Creation

- Create, publish and maintain high-quality content across NSCD's owned channels, ensuring all output is accurate, accessible and aligned to NSCD's brand, quality standards.
- Capture content through site visits and events (photo/video/interviews), and source user-generated content with appropriate permissions.
- Feed into and respond to a customer-focused content calendar covering recruitment cycles, events, performances, outreach activity and partner activity.

- Apply house style standards across copy and visuals; quality-check for accuracy, tone, and detail.
- Maintain channel-ready creative templates and production processes using appropriate tools (e.g., Adobe/Canva), ensuring consistent visual quality.

Relationship Building

- Build good working relationships with internal teams and external partners/collaborators at all levels.

Communication

- Maintain an inclusive, respectful and accessible communications approach that reflects NSCD's commitment to a person-centred learner experience and an inclusive community.
- Write and adapt copy for different audiences and channels (web, email, social), maintaining NSCD tone of voice and accuracy.

Media Awareness

- Support campaign planning of workstreams including delivery across paid, earned, shared and owned media channels.

Website Maintenance and Management,

- Support with updating and managing the NSCD website and any sub-sites/landing pages (content updates, news, events, course pages), keeping information accurate and current.

Insight, Measurement & Evaluation

- Monitor and report performance analytics across key platforms (social, web, email, paid) with support of Head of Marketing, and maintain robust log of data.
- Keep the team and organisation up to date with useful sector knowledge.
- Be mindful of compliance and data legislation e.g. GDPR and ASA regulations.

General Responsibilities

- Attend and contribute positively to team meetings; collaborate across the organisation to deliver priorities.
- Undertake other duties appropriate to the role that support effective delivery, audience growth and organisational development.
- Attend, Sharings, Preview, Press and Supporters Nights and other events as required
- Uphold NSCD's commitment to EEDI and Access & Participation policies.
- To follow all agreed Quality Assurance Systems within the School
- Always act in the best interests of the School.
- Undertake professional development and staff development training where necessary.
- To follow the School code of practice in matters such as Health and Safety, Equal Opportunities and Safeguarding

Additional Area Specialism Within the Role:

Candidates successful in this role should bring experience or specialism in **one or more** of the following areas to compliment the responsibilities above:

a) Communication

- Write and adapt copy for different audiences and channels (web, email, social), maintaining NSCD tone of voice and accuracy.
- Plan and deliver clear campaign messages.
- Confidently handle digital enquiries and community management, escalating sensitive issues appropriately. OR

b) Video and web design and implementation

- Create and optimise campaign landing pages and web content updates (structure, UX, accessibility, basic SEO).
- Produce short-form video assets tailored to platform requirements (reels/stories/shorts) and embed appropriately on web.
- Use analytics insights to iterate page performance (engagement, click-throughs, conversions) and improve user journeys. OR

c) Graphic design and digital artwork

- Design on-brand campaign assets across formats (social tiles, posters, digital banners, email graphics).
- Build and maintain reusable templates to improve speed, consistency, and quality across the content calendar.
- Prepare digital artwork to correct specs (resolution, ratios, file types) and manage version control in the asset library. OR

d) Photographing dance

- Capture high-quality rehearsal/performance imagery that reflects the physicality, artistry and diversity of NSCD practice.
- Work confidently in studio/theatre conditions (low light, fast movement), selecting and editing images for campaign use.
- Manage permissions, safeguarding considerations, and image metadata for storage and reuse. OR

e) Film and video editing

- Edit and deliver engaging content packages (highlights, trailers, testimonials, behind-the-scenes) aligned to campaign objectives.
- Add captions/subtitles and basic motion graphics for accessibility and clarity across platforms.
- Create platform-specific exports and maintain an organised library of rushes, edits, and final assets for future reuse.

PERSON SPECIFICATION – Marketing Officer

The person specification describes the skills, experience, knowledge and aptitude required to perform the duties of this post effectively. The criteria order listed should not be taken to imply their relative importance. Paid and unpaid experience may both be relevant.

	Essential criteria	Desirable criteria
Education/Qualifications	<ul style="list-style-type: none"> • Good standard of general education equivalent to GCSE including English and Maths. • Higher Qualifications either A levels, HND or degree. 	<ul style="list-style-type: none"> • Undergraduate degree in a relevant subject area. • Interest and/or connection with dance.
Experience/Knowledge	<ul style="list-style-type: none"> • Experience in managing social media platforms. • In depth knowledge of one or more of the following specialist areas: <ul style="list-style-type: none"> a) Communication b) Video and web design and implementation c) Graphic design and digital artwork d) Photographing dance e) Film and video editing • Proven experience in content creation including blogs, video and other visual mediums. • Awareness of broader digital marketing including display advertising, content marketing, PPC and SEO. • Experience of using Microsoft Office software in a professional capacity. 	<ul style="list-style-type: none"> • A passion for Dance, NSCD and its work. • An up-to-date knowledge of the practicalities and intricacies of advertising and sponsored posting on digital platforms, particularly Instagram. • Experience of using online analytics data and other tools to assess performance. • Experience of using Canva, Illustrator, Photoshop or other design software to create content for publication.
Skills/Abilities	<ul style="list-style-type: none"> • Strong verbal and written communications, attention to detail, and ability to manage multiple priorities. • Ability to exercise initiative, take personal responsibility and adopt a positive, solution focused attitude to work. • Ability to handling multiple, complex campaigns simultaneously while meeting strict deadlines. 	<ul style="list-style-type: none"> • Good at building trust, managing expectations, and understanding business needs. • Good with data analysis and reporting.
Personal Attributes	<ul style="list-style-type: none"> • Aspiration to aim for the highest standards, and to work flexibly and with dedication to assure they are achieved. • Personable, and able to work effectively with a variety of different people. • Willingness and enthusiasm to work inclusively and strategically as part of a small and diverse team. • Resilient and positive in difficult situations. • A willingness to undertake ongoing professional development. 	<ul style="list-style-type: none"> • Generosity to contribute to related areas and support colleagues. • Affinity with the education and training ethos of NSCD. • Able to juggle competing demands and accept pressure with equanimity.
Safeguarding	Commitment to the protection of children and young people. Willingness to work within the School's Child Protection & safeguarding guidance for staff and follow relevant organisational procedures.	

Terms and conditions

Full terms and conditions of employment will be supplied to the successful candidate, but in brief these are:

Place of employment:	NSCD, 98 Chapeltown Road, Leeds LS7 4BH
Hours of work:	Full-time, flexible working hours (to be agreed)
Remuneration:	£ 25,439 – £ 27,807 per annum
Contract:	Permanent
Probationary period:	4 months
Leave entitlement:	25 days, plus 8 bank holidays and up to 3 discretionary days between Christmas and New Year
Period of notice:	1 month during probation, 2 months after probation
Pension:	West Yorkshire Pension Scheme
Other benefits:	Staff training and development opportunities. Ticket allowance for dance performances

Safeguarding and other conditions:

NSCD is committed to safeguarding and promoting the welfare of students and vulnerable adults and requires all staff to demonstrate this commitment in every aspect of their work. All staff require a full DBS check. Within your application, please give details of your background in working with these groups and how you would contribute to the school's commitment to safeguarding.

Equal Opportunities

The School is committed to providing non-discriminatory and harassment-free working environment for our employees. All School employees are expected to have due regard for those policies when carrying out their duties.

Equality, Diversity and Inclusion

NSCD believes that diversity and a diverse workforce is critical to its future development. As an equal opportunities employer we actively encourage interest from suitably qualified and eligible candidates regardless of sex, age, race, cultural background, disability, sexual orientation, gender identity, religion or belief.

Health and Safety

All employees will maintain a positive attitude to Health and Safety in carrying out personal responsibilities and co-operate with Health and Safety policy/local rules/codes of practice relating to Health and Safety.

Environment & Sustainability

Northern School of Contemporary Dance recognises and is aware of its Social, Economic and Environmental responsibilities, the post holder is required to minimise environmental impact in the performance of the role and actively contribute to the delivery of NSCD's Environment and Sustainability Policy.

February 2026