



Job Title: Marketing & Admissions Director

Reports to: COO / CEO

Department: Senior Management Team

Direct Reports: Admissions Manager; Performances, Outreach & Events Manager; Socials / Marketing Team

Salary: OTE £70,000+

About Us

Dancebox Studios & Theatre Works is a vibrant, forward-thinking training institution that prepares the next generation of performers for successful careers in cruise, cabaret, musical theatre, music tours, film, and TV.

We combine rigorous studio-based training with real-world performance experience, developing technically strong, versatile, and industry-ready performers. Our approach is rooted in individuality, creativity, professionalism, and a commitment to excellence.

Role Purpose

The Marketing & Admissions Director is a senior leadership role responsible for the strategic direction, performance, and growth of Dancebox's marketing, student recruitment, and admissions function.

As a member of the Senior Management Team, the postholder will hold direct accountability for delivering student recruitment targets, alongside overseeing brand development, lead generation, applicant conversion, and enrolment outcomes across all programmes.

This role combines strategic leadership with clear commercial accountability. The Head of Marketing & Admissions will ensure that Dancebox's external profile, marketing activity, recruitment strategy, and applicant journey are aligned, effective, and deliver measurable growth in student numbers.

The postholder will lead the wider recruitment function, overseeing the Admissions Manager, the Performances, Outreach & Events Manager, and the social and marketing team. While operational delivery sits within these roles, this position retains overall responsibility for recruitment performance and outcomes.

Key Responsibilities

Strategic Leadership & Growth

- Lead and deliver the overall marketing, admissions, and student recruitment strategy for Dancebox.
 - Take ownership of annual student recruitment targets and the strategic planning required to achieve them.
 - Contribute to wider organisational growth strategy as a member of the Senior Management Team.
 - Ensure all recruitment activity is aligned with commercial objectives, capacity planning, and long-term growth targets.
 - Drive a fully integrated approach across brand, marketing, lead generation, applicant management, outreach, and conversion.
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Brand & Marketing Performance

- Hold overall responsibility for the consistency, quality, and ongoing development of the Dancebox brand.
 - Oversee all marketing channels including digital campaigns, social media, content, and audience engagement.
 - Ensure marketing activity is not only creative and on-brand, but performance-driven and conversion-focused.
 - Monitor campaign effectiveness, lead generation, and return on investment, using data to continuously improve performance.
 - Ensure all external communications accurately reflect the organisation's positioning and attract the right calibre of applicant.
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Student Recruitment & Admissions Performance

- Hold full accountability for recruitment outcomes across the entire applicant journey, from initial enquiry through to enrolment and start.
 - Oversee admissions strategy and conversion performance, ensuring strong applicant engagement and effective follow-up processes.
 - Monitor and drive performance across key metrics including enquiries, applications, audition attendance, offers, and enrolments.
 - Identify and address gaps in the recruitment funnel, implementing strategies to improve conversion and overall yield.
 - Ensure recruitment activity delivers both volume and quality of students, aligned with programme standards and retention expectations.
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Outreach, Events & External Engagement

- Provide strategic oversight of outreach activity, recruitment events, and external partnerships.
- Ensure these activities support both brand visibility and measurable recruitment outcomes.
- Oversee the planning and effectiveness of audition events, open days, and external engagement activity.

- Ensure strong alignment between outreach, marketing campaigns, and admissions conversion strategy.
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Leadership & Team Management

- Lead and manage the Admissions Manager, Performances, Outreach & Events Manager, and social/marketing team.
 - Set clear objectives and performance expectations aligned to recruitment targets.
 - Foster a culture of accountability, ownership, responsiveness, and continuous improvement.
 - Ensure all team activity is aligned with strategic priorities and delivers against agreed outcomes.
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Data, Reporting & Performance Management

- Take a data-led approach to decision making across marketing and recruitment activity.
 - Monitor and report on performance against key metrics, including lead generation, conversion rates, enrolment numbers, and overall recruitment targets.
 - Provide regular updates to senior leadership on progress against targets, risks, and opportunities.
 - Use insight and analysis to inform forecasting, planning, and continuous optimisation of the recruitment strategy.
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Person Specification

Essential

- Significant experience in a senior marketing, recruitment, admissions, or growth-focused leadership role.
 - Proven track record of delivering measurable growth and improving recruitment or commercial performance.
 - Strong understanding of marketing funnels, lead generation, conversion strategy, and customer journey management.
 - Experience leading and managing teams to deliver against clear performance targets.
 - Highly commercially aware, with the ability to balance brand, creativity, and results.
 - Strong analytical skills and confidence working with data to drive decision making.
 - Excellent leadership, communication, and organisational skills.
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Desirable

- Experience in education, training, or the performing arts sector.
 - Experience marketing to post-16 and post-18 audiences.
 - Understanding of the vocational training or performing arts education landscape.
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Key Attributes

- Strategic and commercially driven

- Results-focused with strong accountability
- Confident leadership presence
- Highly organised and performance-oriented
- Brand-conscious and detail-driven
- Proactive, analytical, and solutions-focused