



MARKETING DIRECTOR

Reports to: COO / CEO

Department: Senior Management Team

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

Salary: £55,000–£60,000 per annum, depending on experience

Performance Bonus: Up to £15,000 per annum, linked to agreed student recruitment and conversion targets

On-Target Earnings: £70,000–£75,000 per annum, depending on base salary

ABOUT US

Dancebox Studios & Theatre Works 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 leads Dancebox's marketing, admissions and outreach teams, with direct accountability for achieving agreed student recruitment targets.

Dancebox has established routes to prospective students through colleges, outreach, events and existing applicant interest. The central priority is to make Dancebox their preferred choice: communicating the strength of our training, building confidence in our offer and delivering an exceptional journey from first interest through to enrolment.

This is a hands-on leadership role requiring exceptional organisation, strong commercial judgement and the ability to turn plans into consistent delivery. The postholder will set priorities, coordinate the team, maintain momentum and ensure that every activity has a clear purpose, owner and deadline.

As a member of the Senior Management Team, they will bring together brand, socials, outreach and admissions into one coordinated function that delivers measurable recruitment outcomes.

KEY RESPONSIBILITIES

Recruitment Strategy & Conversion

- Own annual recruitment targets and translate them into clear plans, milestones and team responsibilities.
- Prioritise established student audiences, college relationships and applicant interest, strengthening the reasons students choose Dancebox.
- Improve conversion throughout the recruitment journey, including enquiry to application, audition attendance, offer acceptance and enrolment.
- Understand why students choose Dancebox or competitors, using feedback to improve messaging, follow-up and the applicant experience.
- Align recruitment plans with programme capacity, entry standards and organisational priorities.

Team Leadership & Delivery

- Lead the Admissions Manager, Performances, Outreach & Events Manager, and socials / marketing team.
- Set clear objectives, deadlines and performance expectations, ensuring staff understand their responsibilities and follow through.
- Maintain a coordinated recruitment and marketing calendar covering outreach, content, events, auditions and applicant communications.
- Run focused team meetings, track progress, resolve obstacles and address missed commitments promptly.
- Coordinate contributions from academic and vocational staff, students and external suppliers.
- Take practical ownership of delivery when needed and keep activity moving without repeated intervention from the COO or CEO.

Brand, Content & Socials

- Ensure Dancebox's communications give prospective students compelling, credible reasons to choose us.
- Oversee consistent, high-quality social content, website information, videos, email communications and recruitment materials.
- Turn training, student achievements, performances, graduate destinations and facilities into effective evidence of the Dancebox experience.
- Ensure content production is planned, timely and relevant to the decisions applicants are making.
- Direct marketing expenditure towards activity that supports recruitment priorities, evaluating additional channels where there is a clear case.

Admissions & Applicant Experience

- Ensure applicants receive timely, personal and consistent communication throughout their journey.
- Oversee effective follow-up, clear next steps and accurate applicant records.
- Coordinate communications for students, parents and relevant teachers so each receives the information needed to make a confident decision.
- Ensure open days and auditions communicate the quality, culture and opportunities available at Dancebox.
- Work with academic and vocational leaders to maintain clear boundaries between recruitment activity and academic admissions decisions.

Outreach, Performances & Events

- Ensure established college and teacher relationships are actively maintained and developed.
- Coordinate outreach, performances and recruitment events with admissions follow-up and relevant content.
- Set clear objectives for each activity and ensure resulting enquiries and applications are recorded and progressed.
- Assess effectiveness through applicant engagement, conversion and enrolment outcomes.

Reporting & Accountability

- Maintain a clear view of applications, auditions, offers, acceptances and enrolments by programme and recruitment cycle.
- Identify where applicants disengage, forecast recruitment outcomes and act early where targets are at risk.
- Report regularly to senior leadership on progress, priorities and corrective action.
- Manage agreed budgets and suppliers, ensuring expenditure supports measurable outcomes.

PERSON SPECIFICATION

Essential

- Proven experience leading a marketing, admissions, recruitment or customer conversion function.
- Exceptional organisational skills, with evidence of coordinating people, priorities and deadlines effectively.
- A track record of improving conversion, recruitment or comparable commercial outcomes.
- Experience managing teams, setting expectations and holding people accountable for delivery.

- Strong understanding of persuasive communications, brand positioning and customer decision-making.
- Confidence using CRM systems, performance data and reporting to direct action.
- Excellent communication skills and the ability to build productive relationships across departments.
- A proactive, hands-on approach and the judgement to prioritise activity that will make a meaningful difference.

Desirable

- Experience in education, training or another service where customers make a considered commitment.
- Experience communicating with young people, parents and influential advisers.
- Experience coordinating social content, events and outreach alongside a structured conversion process.
- Dance or performing arts experience is welcome but not essential.

Key Attributes

- Exceptionally organised and dependable
- Persuasive and commercially aware
- Confident in leading people and maintaining momentum
- Clear about priorities, ownership and deadlines
- Attentive to brand quality and applicant experience
- Practical, decisive and accountable for results