

# UNLOCKING POTENTIAL

# IGNITING PASSION

[WWW.LONDONVOCATIONALBALLETSCHOOL.COM](http://WWW.LONDONVOCATIONALBALLETSCHOOL.COM)





# A WARM WELCOME TO OUR SCHOOL

The London Vocational Ballet School is a full-time vocational classical ballet school for gifted children age 11-16 based in West London. At our school, we take immense pride in our position as a premier location for vocational ballet training, where we offer exceptional instruction in classical ballet and various dance disciplines. Our school delivers a hybrid model of outstanding vocational ballet training wrapped around excellent academic teaching.

Our primary objective is to equip students for full-time upper school ballet training. Our vocational training approach is centred on fostering technique, versatility, and musicality, all underpinned by discipline and creativity. We believe in the power of potential. Over the years, through careful nurturing, we have produced young people who go on to achieve excellence, be that in the performing arts industry or in the world of academia.

The London Vocational Ballet School's philosophy is to inspire in its students a love of learning, music and freedom of expression through dance. Skills gained through encouragement and discipline in the ballet and academic classroom can be applied to all aspects of their life beyond.

## THE ROLE



Following a significant period in the school's 18-year history, underpinned by its rebranding as LVBS and a significant capital development project allowing additional and upgraded facilities, the school is ready to take its next steps as part of its plan for growth.

We seek a strategic, creative, and passionate freelance marketing specialist to amplify LVBS's digital presence and drive engagement. This role is ideal for someone with a strong affinity for ballet/the arts and proven experience in crafting dynamic social media strategies, running targeted campaigns, and building compelling digital brands.

You'll work closely with our Artistic Director and collaborate with our Communications Trustees and Business manager to shape LVBS's voice, grow our audience, and elevate our profile in the competitive arts landscape.

## Key responsibilities

- Develop and execute a social media strategy (Instagram, Facebook) tailored to LVBS's mission and audience.
- Generate fresh, engaging content ideas (e.g., behind-the-scenes footage, student spotlights, performance promotions).
- Manage paid social campaigns (meta Ads, Google Ads) to boost recruitment, events, and brand awareness.
- Strengthen LVBS's digital brand identity through cohesive visuals, tone, and storytelling.
- Monitor analytics to refine strategies and report on ROI.
- Collaborate on communications plans for key initiatives (e.g., open days, performances, fundraising).
- Advise on emerging trends in digital marketing for the arts/education sectors.
- Manage the school's website, including updating content, optimising SEO, and maintaining seamless functionality to drive engagement and align with brand goals

## Person Specification

The candidate must have:

- 3+ years' experience in social media/digital marketing, preferably within the arts, culture, or education sectors.
- Portfolio showcasing successful campaigns, content creation, and brand-building.
- Proficiency in social media management tools (e.g., Canva, Later) and ad platforms.
- Strong copywriting and visual storytelling skills.
- Knowledge of ballet/arts audiences and trends (experience in dance/arts is a huge plus).
- Strategic thinker with the ability to translate vision into actionable plans.
- Collaborative and adaptable, comfortable liaising with senior stakeholders.

# How to apply

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If you are interested in applying, please send an up-to-date, comprehensive CV and interest letter, explaining your suitability for the role to [recruitment@londonvocationalballetschool.com](mailto:recruitment@londonvocationalballetschool.com) by Monday 15th September 2025. All applicants must have the right to work in the UK. Thorough safeguarding checks, including criminal records and reference checks in line with our safer recruitment policy, will take place before the position is offered to an individual. LVBS is committed to promoting Equality, Inclusion and Diversity within our recruitment process and encourages applications from candidates of all backgrounds.

## Job Spec

Job title: Marketing Manager (p/t)

Job Type: Part-Time 0.5–1 day per week (flexible)

Salary: Circa £30 per hour

Reporting to: The Artistic Director

Location: Shepherd's Bush, London, (Hybrid/Remote Considered)

Start: October 2025

Closing Date: 15th September 2025

