

## About Bristol Old Vic Theatre School, the application process, and more about the Marketing and Student Recruitment department

### Bristol Old Vic Theatre School's mission

Bristol Old Vic Theatre School's mission is to provide the highest quality education and training in drama for exceptionally talented and committed individuals so that they may achieve their full potential as practitioners, leaders and citizens of the world.

To achieve this we will:

- Attract and select individuals of outstanding talent regardless of background whose ambition is to make their career in the performing arts.
- Provide a learning environment that fosters creativity, curiosity and personal development.
- Promote diversity and inclusivity in all its forms.
- Continually enhance our artistic and educational practice within the context of our ever-changing world.
- Foster collaborative partnerships and initiatives within the creative community locally and globally.
- Be a role model for the future of our industry and serve as an initiator of ideas in the performing arts and arts education sectors.
- Continue to build a robust, sustainable and environmentally responsible organisation and business model.

### Background to the School

Bristol Old Vic Theatre School was founded in 1946 as the training arm of the newly formed Bristol Old Vic Company. Resulting from the success of Bristol Old Vic's 'Salad Days' musical that ran in the West End and support from local trusts it moved to its present main premises in Clifton in 1956. In 1989 it split from the Bristol Old Vic Trust to form its own charitable trust but retains a very close working relationship with the theatre through the School's productions in the main house and new Weston studio, and through a range of collaborations.

The School now trains students on three sites in Bristol: the main Downside Rd site, its centre for Film, TV and Audio production at Christchurch Studios, and its scenic workshops in south Bristol.

Student productions take place across the City: along with those at Bristol Old Vic Theatre, they are also performed in local venues, including the Tobacco Factory theatres, Circomedia in St Pauls, the Redgrave Theatre in Clifton, and the Wardrobe Theatre in Old Market.

Until the present academic year, the School presented over 200 public performances each year in Bristol and on tour; including to primary schools in Bristol, playing to some 16,000 young people, and the West Country tour performed in 22 venues within a two-hour drive of Bristol.

The School also has a thriving Sunday Youth Theatre group and runs a range of summer short courses in acting; it is a BFI academy regularly running short courses in Film Production training for 16-18 age students.

All of the above will be less possible during the 2020-21 academic year due to the effect of Covid-19 but the School recognises how important these activities are and will plan accordingly as further Government guidance is issued.

For further information about the School, please visit: [oldvic.ac.uk](http://oldvic.ac.uk).

### **Notable alumni**

Notable alumni include: Samantha Bond, Olivia Colman, Bob Crowley, Sir Daniel Day-Lewis, Stephen Dillane, Erin Doherty, Gregory Doran, Nicholas Farrell, Tala Gouveia, Naomie Harris, Joan Iyola, Jeremy Irons, Theo James, Alex Jennings, Pearl Mackie, Ryan McKen, Taheen Modak, Josh O'Connor, Pete Postlethwaite, Miranda Richardson, Joanna Riding, Dame Patricia Routledge, Greta Scacchi, Christopher Shutt, Sir Patrick Stewart, Sophie Thompson, and Dan Winch. For further information, please visit: [oldvic.ac.uk/alumni](http://oldvic.ac.uk/alumni).

### **Governance at Bristol Old Vic Theatre School**

In addition to the Council of Trustees there are sub-committees of the Trustees – the Audit Committee and the Finance committee. Terms of reference can be found at: [oldvic.ac.uk/about-us/staff-governors](http://oldvic.ac.uk/about-us/staff-governors).

Through its membership of the Conservatoire for Dance and Drama ([cdd.ac.uk](http://cdd.ac.uk)), there is a direct reporting line to the CDD Board of Governors in terms of academic standards, internal audit and financial year-end reporting. CDD is the Higher Education Provider registered with the Office for Students that enables BOVTS and the other five CDD member schools to operate within higher education. Information about the CDD strategy can be found at: [cdd.ac.uk/about-us/how-we-work/strategic-plan-2019-24](http://cdd.ac.uk/about-us/how-we-work/strategic-plan-2019-24).

The School's current higher education courses are validated by the University of the West of England (UWE). The validation relationship with UWE is governed by an academic agreement renewed annually and subject to regular reporting on academic standards. The School is an associate school of UWE.

In July 2020 the Theatre School's Board resolved that the Theatre School would leave CDD with effect from July 2023. The Board and Principal & CEO have created an Exit Plan for CDD, and are actively working towards finding the right Higher Education Provider which will truly reflect and enhance the Theatre School's mission, values and ethos.

### **More information about the department and roles**

The Marketing and Student Recruitment team at BOVTS has three main areas of responsibility.

The first of these comprises a range of activities and initiatives designed to recruit students to the School's full-time degree courses and, to a lesser extent, the summer short courses and youth group. This includes organising and attending recruitment events (open days, visits, UCAS fairs etc), schools

and colleges liaison work, development of the online course finder, and a range of course-specific marketing work, such as projects to attract international applicants and those from backgrounds under-represented in HE (currently as part of the Conservatoire's Access and Participation Plan).

Secondly, the department undertakes work to market the School's main house productions, which take place for the paying public across Bristol and the West Country. This current includes developing season brochures and print publicity, through to digital and email marketing campaigns, producing programmes, commissioning trailers/photography – and everything in between.

Finally, the department works proactively to promote the School and its graduating students. This involves media relations work (press releases and invites to shows), running the BOVTS social media channels, maintaining the School's website – as well as helping to showcase graduates through the marketing of exhibitions and performances for industry.

We are currently recruiting for two full-time members of staff to support this work: a **Student Recruitment and Outreach Officer (SROO)** and a **Marketing and Communications Officer (MACO)**, who will bring complimentary skill sets to the School but each play a key role in the achievement of the department's objectives.

Whilst each officer will have agreed priorities (as outlined in the respective job descriptions), the department's success relies on close teamwork and both role holders will be required to work flexibly across the wider departmental remit. For example, the MACO will play a critical role in student recruitment through the development of the online prospectus and production of high-quality marketing collateral to attract new students. Simultaneously, the SROO will play an essential role in the wider marketing of the School's productions – for example by maximising attendance of local school/college groups, and by ensuring that our students' work in professional theatres is appropriately reflected in the School's wider positioning.

Each of the successful candidates will be happy to step into an incredibly busy work environment, but one which is extremely supportive and collaborative. In contrast to larger HEIs, all staff at BOVTS are student-facing to some extent. Watching student productions, rehearsals or in-house projects makes BOVTS an immensely rewarding place to work.

## **The city of Bristol**

The city of Bristol has a reputation as one of the most culturally diverse and vibrant cities in the UK. Named the best place to live in the UK by The Sunday Times in 2017, Bristol is the largest city in the South West with a population of approximately 450,000.

Bristol has a thriving arts scene, being home to the oldest continually-operational theatre in the English-speaking world, the Bristol Old Vic; the contemporary arts space The Arnolfini; the independent cinema and media centre, the Watershed; the innovative theatre spaces The Tobacco Factory Theatres and concert venues Bristol Beacon and St George's, amongst others.

Famous for hot air balloons, Banksy, sustainability and its independent spirit, Bristol has a bustling and eclectic café and bar scene. It is well placed for easy access to some of the most beautiful countryside, beaches and nearby cities in England and Wales. Located just 90 minutes by train from London and Birmingham, the city is well connected by the M4 and M5 motorways and has an international airport. For a fuller flavour of what Bristol has to offer, please visit: [visitbristol.co.uk](http://visitbristol.co.uk).

## The application process

We hope you find this pack provides all the information you need in order to consider your application for this post. If, however, you have any further questions please contact Matt Carmichael, Marketing and Student Recruitment Manager, by emailing [Matt.Carmichael@oldvic.ac.uk](mailto:Matt.Carmichael@oldvic.ac.uk)

Applications must be received by **10 AM on Friday 27 November 2020**. If you decide to apply for this post, please download a copy of the Application Form and Equal Opportunities Monitoring Form from [oldvic.ac.uk/jobs](http://oldvic.ac.uk/jobs).

Application forms, with a covering letter no more than one side of A4 describing what attracts you to this role, your experience and how it relates to the opportunities and challenges presented by this post, should be returned by email to [Matt.Carmichael@oldvic.ac.uk](mailto:Matt.Carmichael@oldvic.ac.uk) or by post to:

**Matt Carmichael**  
**Bristol Old Vic Theatre School**  
1-3 Downside Road,  
Clifton,  
Bristol  
BS8 2XF

## Shortlisting and interview process

To ensure the fairness of the selection process, shortlisting will be based upon the information which you provide in your application and assumptions will not be made about your experience or skills. We will look for demonstrable evidence that you meet the criteria set out in the job description; we urge you to make sure your application addressed each of these criteria.

Please also refer to the Equal Opportunities section of the job description, which explains the Theatre School's recognition of the positive value of diversity, promoting equality and challenging unfair discrimination.

All applicants will be notified of the outcome of the shortlisting process.

## The selection process

It is anticipated that interviews will take place in the week commencing **30 November 2020** or week commencing **7 December 2020**. We hope that interviews will be able to take place in person at Bristol Old Vic Theatre School, 1-3 Downside Road, Clifton, Bristol BS8 2XF.

For the role of **Student Recruitment and Outreach Officer**, you will be asked to make a short presentation to the interview panel and student reps.

For the role of **Marketing and Communications Officer**, you will be asked to undertake a written task ahead of your interview that you will have approximately 45 minutes to complete.

If you have any access requirements that may affect your ability to complete the relevant task (for example assistive technologies that you would require), you are asked to let us know in advance so that suitable adjustments can be made.

The appointment will be subject to satisfactory pre-employment checks.