

## About Bristol Old Vic Theatre School, more about the role of Faculty Marketing Officer, and the application process

### Bristol Old Vic Theatre School's vision

Bristol Old Vic Theatre School will continue to be an exemplar in modern international drama training, preparing exceptional young professionals to forge their careers in tomorrow's creative industries.

### Our values:

**Belong:** we are sincere, we accept uniqueness and we adapt to include everyone who is part of our diverse and welcoming cultural community.

**Challenge with a safety net:** we are always learning in a practical and dynamic way; creating and collaborating within a forward-looking, safe and caring environment.

**Identify great talent:** we look to all backgrounds and communities to find the creative potential who will join us in setting the tone for excellence in our industry.

**Inner confidence:** we are proud of our expertise and passionate about passing it on to the next generation of industry professionals, knowing they will make a difference.

**Work productively & properly:** we are efficient, respectful and collaborative and understand that everyone needs down-time.

### Our strategic priorities:

1. **Support our staff:** To encourage and resource our staff to be dynamic in their roles, enabling professional development and providing support for them to be happy, healthy and efficient in their work.
2. **Deliver excellence:** Delivering courses that reflect our vision and progressing with changes that ensure our students' training adapts to the fluidity of the creative industries' landscape.
3. **Raise profile:** To have started our partnership with UWE Bristol; to be an integral part of Bristol's cultural and creative heritage, celebrating and reflecting the diversity of our city; to enhance our local, national and international partnerships in order to create opportunities for our students, share our expertise, learn from our global peers and broaden our multi-cultural perspectives.
4. **Financial Health:** To sustain, grow and embed a robust and responsible business model.

5. **Where we work:** To occupy spaces that we can learn, thrive, innovate and create in, and that help us to deliver our exceptional conservatoire training.

## Background to the Theatre School

The Theatre School celebrated its 75th year anniversary in 2021. The School trains students in acting, design, costume, technical skills, writing and directing. It operates across three sites in Bristol: the main Downside Rd site in Clifton, the centre for Film, TV and Audio production at Christchurch Studios, and the scenic workshops in south Bristol.

Oscar-winning alumni include Sir Daniel Day-Lewis (Best Actor in 1990, 2008 and 2013), Jeremy Irons (Best Actor, 1991) and Olivia Colman (Best Actress, 2019). The accolade of three Best Actor/Actress Oscar winners amongst the graduates of a single drama school is, to our knowledge, unmatched at any higher education institution globally. Both the Artistic Director and Deputy Artistic Director of the Royal Shakespeare Company are BOVTS alumni (Gregory Doran and Erica Whyman, respectively) as is the intimacy coordinator Ita O'Brien, who has been recognised for her pioneering work on award-winning dramas such as *Normal People*, *I May Destroy You* and *Gentleman Jack* for the BBC, and *Sex Education* for Netflix.

The success of BOVTS graduates and the quality of the School's training is reflected in fierce competition for places. In the 2021-entry admissions cycle, the School received 2,329 applications for the 28 places on its BA (Hons) Professional Acting course, a 70% increase on the number received just a decade before. All applicants are guaranteed to be seen at a preliminary audition. On average over the past three admissions rounds, just 1.8% of applicants to this course have been made an offer of a place.

Student productions take place across the City: along with those at Bristol Old Vic Theatre (our main partner), 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.

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.

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

## 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 every

five years and subject to regular reporting on academic standards. The School is an associate school of UWE, and sits within the [Arts, Creative Industries and Education faculty](#).

In July 2020 the Theatre School's Board resolved that the Theatre School would leave CDD with effect from July 2022. The Board and Principal & CEO have identified that UWE are their preferred Higher Education Provider and are in the advanced stages of discussion over the shape and model for our enhanced future collaboration. The shared vision:

Bristol Old Vic Theatre School (BOVTS) and UWE, Bristol will form an enhanced strategic partnership with a shared vision to deliver sector-leading performance skills and training.

### **More information about this role**

Over the past three to four years, the Theatre School has launched several new postgraduate MA courses and has moderately increased its recruitment targets for several other degree programmes. The Faculty Marketing Officer will be responsible for ensuring the School's specialist HE courses are effectively marketed to prospective students, devising and implementing a range of campaigns to raise the profile of the School's training and working closely with the Student Recruitment and Outreach Officer to support offer holder conversion.

The role holder will work with both the departmental manager and teaching staff to develop a series of marketing plans, taking responsibility for their implementation and evaluation. Each Higher Education course has differing marketing and recruitment priorities, which may include a need to increase or sustain overall application rates; to increase offer holder conversion rates; to attract applicants from under-represented backgrounds in line with the School's Equality, Diversity and Inclusion strategy and Access and Participation Plan; or to recruit students from emergent international markets.

Outside of core hours, and over the vacations, the School runs a portfolio of youth courses (for ages 4–18) and short and summer courses for adults, ranging in length from day-long masterclasses to a ten-week summer foundation course. The majority of these non-HE courses were on hiatus during the Covid-19 pandemic and the School is now strengthening its offer in this area, as it seeks to serve a broader range of markets – including children, hobbyists and established practitioners. The Faculty Marketing Officer will work with the School's Non-HE Specialist to support and develop go-to-market plans for these courses and initiatives.

The Faculty Marketing Officer is a new role within the Marketing and Student Recruitment team. The successful candidate will be working closely with a Marketing and Communications Officer who leads on the marketing of the School's professional-standard theatre productions and corporate marketing and brand; and a Student Recruitment and Outreach officer with responsibility for access initiatives, schools and colleges liaison; recruitment events and associated campaigns. The team is also supported by two assistants.

### **Work arrangements**

The Theatre School is committed to helping its employees achieve a balance between their working life and other priorities such as parental and caring responsibilities, leisure activities, charity work and other interests. We will, as far as possible, support employees in suitable roles to work more flexibly – whether in the hours they work or where they work. In return we ask that careful consideration of the impact of working flexibly is given, and that a mutual agreement is reached that works well for both the Theatre School and the employee.

Being present in the School's buildings during the day for some of the working week will be necessary to enable the employee to feel part of the School and to help with communication and the flow of information.

## **Equality, Diversity & Inclusion**

The School recognises that its Trustees and staff cohort is not representative of Bristol, and the 91 languages spoken in the city. On the student body, the acting courses have a 30% representation, however, technical and creative courses have as low as 5% representation.

Over the last few years the School has changed a lot of its practices, which include (but aren't limited to) introducing more visiting external tutors and lecturers from diverse backgrounds, discovering more modern and representative writers for the students to study, and providing extensive training to staff on helping under-represented groups express themselves whilst training in a creative environment.

The new Principal is most concerned that all students, but particularly those who are unrepresented in the School, feel that they belong in a City that is facing its own challenges through BLM and its history. They must also know that the School accepts that it has its own journey to take, and that we want and need them to join us on that journey.

An Equality, Diversity & Inclusion Action Group has been established, made up of staff and members of the Student Representation Group to work towards bringing about genuine, effective and long-standing change.

## **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 e-mail **Matt.Carmichael@oldvic.ac.uk**.

Applications must be received by **12 noon on Friday 27 May 2022**. 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**.

Application forms, with a covering letter of 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 and the Equal Opportunities Monitoring Form should be returned by email to **jobs@oldvic.ac.uk** or by post to:

Recruitment Office  
Bristol Old Vic Theatre School  
1-3 Downside Road,  
Clifton,  
Bristol  
BS8 2XF

## **Shortlisting**

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.

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 interview process**

It is anticipated that interviews will take place at Bristol Old Vic Theatre School, 1-3 Downside Road, Clifton, Bristol BS8 2XF in the **week commencing Monday 6 June**. This timescale is subject to change.

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