

# DANCEEAST

**COMMUNICATIONS &  
DEVELOPMENT ASSISTANT**

**CANDIDATE BRIEFING  
AUGUST 2017**



**MOVE | BE MOVED**

**JERWOOD  
DANCEHOUSE  
IPSWICH**

FIND OUT MORE  
**01473 295230**  
**DANCEEAST.CO.UK**

DanceEast is the curator of the Jerwood DanceHouse the home of Dance in the east of England. Championing excellence in both its artistic programme and service delivery, DanceEast has created a package of activities that are simultaneously artist-centred and audience friendly.

DanceEast presents a diverse programme of performances that includes national and international dance artists and companies, emerging artists and young people. A range of support is provided for artists at all stages of their career, including an Associate Artists scheme and a Choreographic Development Fund. Initiatives such as MOKO Dance work in partnership with other national venues to develop the breadth and appeal of dance for young people and families. DanceEast is also a partner in the National Dance Network and the European DanceHouse Network, both of which work to increase opportunities for artists and audiences.

DanceEast runs approximately 50 classes each week in various dance styles for fun, fitness and professional development. DanceEast is also home to one of ten Centres for Advanced Training in Dance supported by the Department for Education to enable young people with exceptional potential in dance to work towards a professional career.

DanceEast maintains its commitment to rural communities across East Anglia, running programmes and projects in schools, health and community settings in and beyond Ipswich. Community performance groups promote training, creative and performing opportunities for young people across the county.

DanceEast works in education and community outreach involving people of all ages and abilities and takes dance to urban and rural communities. In 2016/17 there were approximately 43,000 attendances in participatory activities throughout Suffolk and the East of England.

DanceEast supports innovation and the development of new dance work by artists, whether it is training, creation or performance. 2015/17 Associate Artists included: Alexander Whitley; Rosemary Lee; Anna Williams and UNIT (Tom Hobden & Kate Flurrie). A new cohort of associates will join the organisation in 2017/18.

DanceEast is a registered charity and company limited by guarantee and is grateful for the support of Arts Council England, Suffolk County Council and Ipswich Borough Council, a range of trusts and foundations and the many individuals who all contribute to the vibrancy of DanceEast's extensive programme of excellent dance experiences.

DanceEast has an annual turnover of approximately £1,600,000. The Jerwood DanceHouse comprises 4 dance studios, a studio theatre, offices and meeting rooms and café. DanceEast has a staff team of 45 full-time and part-time staff, including a number of core tutors.

Further information about DanceEast can be found at: [www.danceeast.co.uk](http://www.danceeast.co.uk)

## **Introduction**

DanceEast is one of the UK's leading dance organisations. It is based at the Jerwood DanceHouse in Ipswich, the home of dance in the East of England. DanceEast's programme embraces the artistic, educational, social and recreational roles that dance plays in the local and national arts ecology. It places artists at the heart of the organisation, presenting high-quality high-profile dance work in the Jerwood DanceHouse and offering artists support, development and stimulation via programmes such as the Associate Artist Scheme, Rural Retreats, Professional Development workshops, advanced level classes and the Choreographic Development Fund. DanceEast has been running a range of innovative community projects for over thirty years, working closely with partners on local, national and international projects.

## **Purpose of Post**

To provide support to the Communications and Development team through promoting the work of DanceEast and supporting income generation across the organisation.

## **Key Relationships**

The post holder reports to the Head of Communications & Development. The post holder will liaise closely with the Marketing & Communications Officer and the Development Officer; as well as working with the Creative and Front of House teams.

## **Principle Responsibilities**

### **Communications**

- Assist the team with the creation, delivery, monitoring and evaluation of targeted marketing and communications campaign plans
- Maintain and update [www.danceeast.co.uk](http://www.danceeast.co.uk) and listings websites
- Draft copy for on and offline communications channels, including digital and social media.
- Support with the creation of all marketing materials including flyers, programmes, leaflets, posters
- Regularly distribute print to and build good relationships with local businesses
- Ensure the Jerwood DanceHouse print sites and flat screens are up to date and on message
- Maintain the press contacts database and press cuttings file; build relations with key contacts; provide support with press nights, photocalls, interviews and filming opportunities

- Prepare marketing materials and attending external events such as Fresher's & Careers Fairs
- Liaise with visiting companies, designers, printers, marketing and press representatives and agencies to maximise positive media activity
- Maintain customer records on Spektrix (Ticketing & Marketing system), extract data for targeted campaigns in line with Data Protection Act
- Assisting at the Reception Desk by selling tickets over the counter and on the telephone; and being the first point of contact in the building for enquiries and visitors
- Play an active part in communicating relevant information across all departments

### **Development**

- Provide support researching, collating information and identifying new funding prospects and opportunities
- Gather information in support of applications to trusts and charitable foundations
- Organise and minute key meetings with funders
- Update member profiles (Friends, Best Friends, Patrons) and Funder profiles on Spektrix and administrate the Renewals process, including drafting letters of thanks
- Draft copy and source images for all fundraising campaigns on and offline
- Assist with the creation and delivery of social media plans for fundraising campaign messages, linking with Communications and Creative Team messages
- Work closely with colleagues from across the wider staff team to gather information for reports and evaluations
- Assist with creating and monitoring feedback questionnaires online (e.g. Survey Monkey) and offline face to face
- Attend cultivation and fundraising events and performances
- Keep up to date with relevant developments in the sector
- Establish and maintain good relations with current and potential members, including individuals and corporates.
- Draft communications to members, e.g. quarterly newsletter and event invitations
- Ensure the development pages of [www.danceeast.co.uk](http://www.danceeast.co.uk) are up to date
- Help to organise and host fundraising and supporter events including logistics and administrating invitations, guest lists, RSVPs

### **General**

- Provide administrative support, including answering phone and email enquiries in a timely and efficient manner
- Attend and contribute to team and staff meetings
- Maintain office diaries, calendars, etc.
- To at all times carry out duties and responsibilities with regard to DanceEast's Equal Opportunities, Access and Health and Safety Policies.
- To represent the DanceHouse's best interests with suppliers, business contacts and the public
- To undertake other duties as may be reasonably required by DanceEast

## **Person Specification**

### **Attributes**

#### Essential

- Excellent attention to detail
- Excellent verbal and written communication skills
- Knowledge of and interest in the performing arts, especially dance
- Proven team player but also highly self-motivated
- Creative thinker and problem solver
- Reliable, responsible and conscientious
- Highly enthusiastic and motivated and keen to learn new skills
- Able to work on own initiative and meet deadlines
- An outgoing and positive personality

### **Qualifications and Experience**

#### Essential

- Good level of computer literacy, with proficiency in MS Excel and Word
- Articulate and literate with proven written and verbal interpersonal and communication skills.
- Excellent administrative and organisational skills
- Excellent time management skills with proven ability to multi task and prioritise workloads
- Good customer service skills
- Excellent networking skills
- Good research skills

#### Desirable

- Experience of using box office or CRM systems
- Previous work experience in an arts related or similar organisation
- Experience of working for a publicly funded body
- First Aid qualification
- Current clean driving licence

## Terms & Conditions

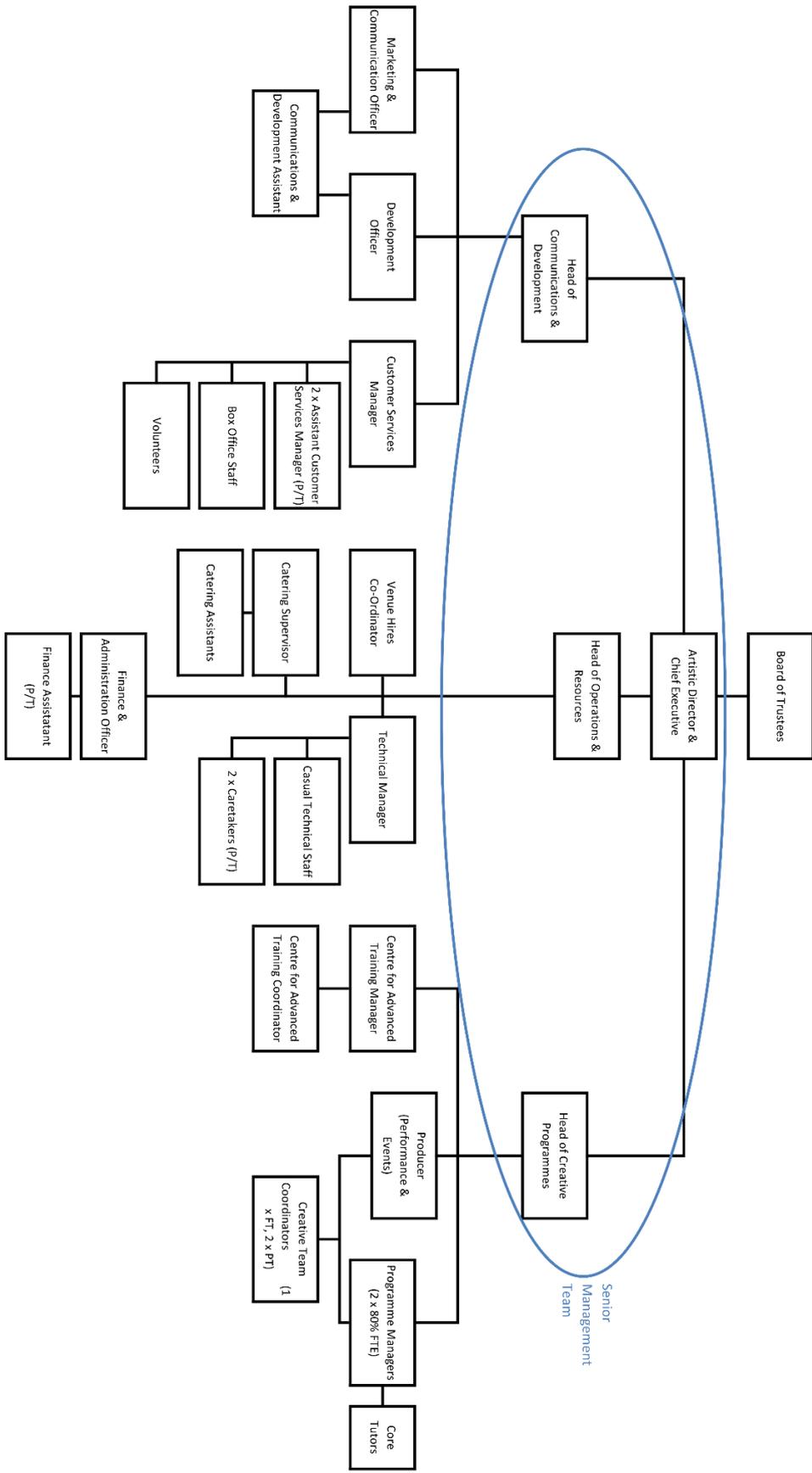
Responsible to:	Head of Communications & Development
Hours of Work:	37½ hours per per week
Working Hours:	Core office hours are Monday to Friday, between 9.00.a.m and 5.30.p.m with one hour for lunch. Occasional evening and weekend working will be required.
Holiday Entitlement:	20 days paid holiday per year increasing to 25 days after two years of continuous employment; plus 8 days bank holidays.
Probation period:	Three months.
Notice Period:	One week during probation period, rising to one month after successful completion of probation period.
Pension Scheme:	Should you meet the required criteria, as laid down by legislation, you will automatically be enrolled into a qualifying workplace pension scheme in which both yourself and DanceEast, as your employer, will make monthly contributions to. You do have the option to opt out of the scheme if you wish to.
Salary scale:	£14,679 - £16,740 per annum. It is anticipated that appointment will be made nearer the beginning of the scale, depending on experience.
Additional Benefits:	Complimentary tickets for DanceEast productions and classes (subject to availability); Training and development opportunities; Staff discount at the DanceHouse café; Childcare vouchers (by means of a salary sacrifice scheme).

**The post holder will be subject to an Enhanced DBS Check on commencement of their employment, and at regular intervals during their employment.**

The postholder may also be required to obtain a Chaperone's Licence.

**This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive.**

# Organisational Structure



## Making an application

Applications should be made on the enclosed Application Form.

Please follow the instructions on the Application Form carefully. This pack contains the key information needed to make an application, and potential candidates are advised to visit the website for further information: [www.danceeast.co.uk](http://www.danceeast.co.uk)

Further information about the area can be found at:

[www.allaboutipswich.com](http://www.allaboutipswich.com)

[www.visitsuffolk.com](http://www.visitsuffolk.com)

[www.ipswich.gov.uk](http://www.ipswich.gov.uk)

[www.suffolk.gov.uk](http://www.suffolk.gov.uk)

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

The Application Form and Equal Opportunities Monitoring Form should ideally be completed electronically and emailed to [HR@danceeast.co.uk](mailto:HR@danceeast.co.uk); or sent by post to Bill Armitage, Head of Operations & Resources, Jerwood DanceHouse, Foundry Lane, Ipswich IP4 1DW, marked "Private and Confidential".

Please note that CV's will only be considered when attached to a fully completed Application Form.

The deadline for receipt of applications is 12.00 noon, Monday 21<sup>st</sup> August. Applications received after this time will not be considered. Successful applicants will be invited to interview at the Jerwood DanceHouse, Ipswich on Tuesday 29<sup>th</sup> August, and candidates should be available on this date.

Cover photo: Scottish Dance Theatre by Brian Hartley



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



**European  
Dancehouse  
Network**