

DANCEEAST

**HEAD OF AUDIENCES,
COMMUNICATIONS & DEVELOPMENT**

**CANDIDATE BRIEFING
NOVEMBER 2017**



MOVE | BE MOVED

**JERWOOD
DANCEHOUSE
IPSWICH**

FIND OUT MORE
01473 295230
DANCEEAST.CO.UK

DanceEast is the home for dance in the east of England. It provides extraordinary dance performances, life-affirming participatory opportunities for all, and a world-class environment for artists at all stages of their careers.

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

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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 the Post

This new post will have responsibility for devising, overseeing and implementing a new relationships strategy that is fundamental to the future direction of DanceEast. The role will further develop the integration of the organisation's development and communications functions to exploit the natural synergy between audience development, powerful communications and enhancing income. The post holder will have overall strategic responsibility for four key areas – Audiences, Communications, Positioning and Development. This holistic approach will ensure that there is a consistent thread of engagement across all our external relationships, it represents a strategic step forward for the organisation and will be key to delivering DanceEast's mission and vision.

Working closely with the Board, Artistic Director & Chief Executive and the Senior Management Team to formulate key messages and maximise both earned and fundraised income, the post will work to strengthen the positioning and brand values of DanceEast, driving audience development through enhanced relationships, and communications.

Key Relationships

Internal: Board, Artistic Director & Chief Executive and the Senior Management Team, Communications and Marketing Manager, Development Manager, Front of House staff and other staff across the organisation.

External: Funders and stakeholders – including High Net Worth individuals, the Trustees and Executive of high level Trusts and Foundations, statutory funders including Arts Council England; key agencies and freelance consultants; local authorities; existing and potential audiences, participants and beneficiaries of DanceEast activities and services.

Principle Responsibilities

Audiences

- To oversee the development of the Audience Development Strategy and the annual audience development plan and work with colleagues across a range of teams to ensure the forecast increase in growth in new and existing audiences is achieved.
- To ensure that the twin audience development objectives of developing new and diverse audiences and converting existing customers into dance connoisseurs are communicated organisation-wide, that all staff, Board and volunteers are given the tools to contribute to the achievement of these and that barriers are removed.
- Establish, monitor and report on audience attendance and income targets and ensure that these findings feed into audience development strategies.
- Ensure box office and front of house staff are briefed and engaged with the audience development plan and its ambitions - ensuring they are enabled to upsell DanceEast classes, events and performances in and beyond the Jerwood DanceHouse.

Communications

- To develop and lead the marketing and communications strategy for DanceEast - to include identifying and communicating with stakeholders and developing a clear understanding of audiences for different aspects of the organisational programme, events and development opportunities.
- To ensure clear and consistent application of the DanceEast brand and ensure coherence of message, style, text and imagery across all communications.
- To work with the Marketing Manager on the development and implementation of all marketing campaigns.
- To analyse and review past and predicted marketing campaigns to ensure the strategic effectiveness of resource allocation.
- To be part of the public face and personality of DanceEast by being present at key events and performances, building relationships with relevant press departments, artists, audiences and stakeholders and acting as a strong organisational advocate

Positioning

- To raise the profile of DanceEast as a world-class cultural organisation and one of the most significant forces in Dance in and beyond the UK - through championing and enhancing the media, stakeholder and public profile of the organisation.
- Develop brand values and ensure they are realised through all aspects of DanceEast's operations and activities.
- Formulate and promote key messages internally and externally.
- Identify opportunities to build public awareness, understanding and appreciation of DanceEast.
- To promote DanceEast within the local community and surrounding region and ensure a clarity of understanding of the organisational purpose and achievements.

Fundraising and Development

- Lead the development and delivery of DanceEast's income generation strategy, working with the Development Manager in order to maximise income raised from a variety of sources including; Statutory, High Net Worth, regular giving schemes, corporate, digital and Trusts and Foundations.
- To contribute to and oversee the meeting of fundraising targets through effective strategic advocacy and communications to businesses, trusts, foundations and individuals alike.
- To be responsible for building and managing an evolving portfolio of high-level relationships with funders, influencers and key networks.
- To oversee the Development Manager in their work on funding applications, inputting to and guiding these where appropriate.
- To be alert to new funding opportunities and propose initiatives to generate income - including costs and resource requirements, plan and oversee agreed initiatives.

Strategy and Management

- Line-manage, support and develop Communications and Development staff, currently comprising Marketing & Communications Manager, Development Manager, Customer Services Manager and Communications & Development Assistant.
- Contribute to the development of the Business Plan and the delivery of its mission, priorities and strategic objectives in the areas of Communications, Development, Audiences and Positioning.

Overall

- Be a proactive member of the Senior Management Team, preparing papers for report and discussion for the Board as required.
- Control relevant budgets and ensure all financial matters are managed in accordance with DanceEast's policies and procedures while working to maximise income and minimise expenditure.
- Carry out duties and responsibilities with regard to DanceEast's Equalities, Environmental, Access, Health and Safety and other policies.
- Contribute to a positive organisational culture, supporting and developing staff, looking after volunteers and student placements, and ensuring that the organisation performs at its best at all times.
- Carry out necessary administrative work generated by the above activities.
- To act as a powerful advocate for DanceEast and represent the organisation at a variety of events and networking opportunities as appropriate.
- Undertake other duties as may be reasonably required.

Person Specification

Attributes

Essential

- Leadership skills with the ability to work in a team; inspire, motivate and develop others.
- Articulate and literate with excellent communication and interpersonal skills; and an enthusiasm for communicating well with a wide range of people.
- An understanding the role of advocacy, and the ability to successfully advocate for DanceEast
- excellent written and verbal skills relevant to a range of media.
- Ability to work strategically and imaginatively to engage audiences and supporters.
- Ability to manage multiple priorities and successfully deliver projects and budgets.
- Knowledge and passion for the performing arts, preferably in dance.

Qualifications and Experience

Essential

- A proven track record in marketing/communications or development, in an arts or cultural environment at a senior level
- Demonstrable experience of researching, developing and implementing effective audience development strategies
- Demonstrable understanding of how digital technologies can generate audiences and income.
- Demonstrable experience of developing, writing and managing applications and proposals to Trusts and Foundations and statutory funders.
- Demonstrable experience of developing and managing high-level relationships with a variety of stakeholders, including Board, senior management, funders and suppliers.
- Excellent problem-solving and solution-generating skills.
- Excellent time management skills with proven ability to multi task and prioritise workloads

Desirable

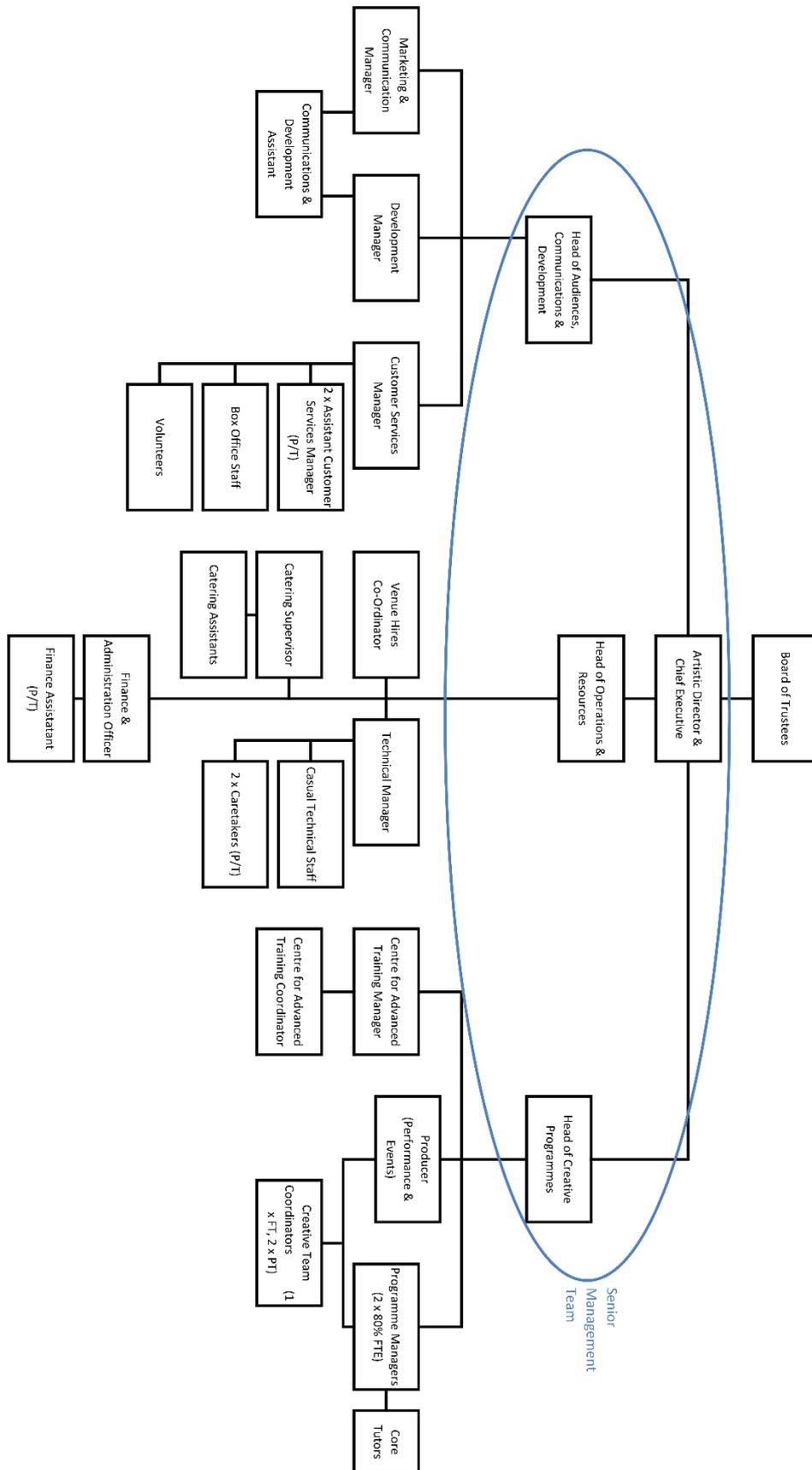
- A knowledge and understanding of Contemporary Dance and networks in this area
- Experience of using Spektrix box office or CRM systems
- Experience of working for a publicly funded body
- Current driving licence

Terms & Conditions

Responsible to:	Artistic Director & Chief Executive
Hours of Work:	37½ hours per week Consideration will be given to someone wishing to work 70-90% FTE.
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 three months 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:	£31,164 - £37,346 per annum, pro-rata.
Relocation Package:	A small relocation package may be available to suitable applicants.
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).

**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

Further information about the area can be found at:

www.allaboutipswich.com

www.visitsuffolk.com

www.ipswich.gov.uk

www.suffolk.gov.uk

www.artscouncil.org.uk

The Application Form and Equal Opportunities Monitoring Form should ideally be completed electronically and emailed to 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 CVs will only be considered when attached to a fully completed Application Form.

The deadline for receipt of applications is 9am on Monday 11th December. Applications received after this time will not be considered. Successful applicants will be invited to interview at the Jerwood DanceHouse, Ipswich on Monday 18th December, and candidates should be available on this date.

Cover photo: Scottish Dance Theatre by Brian Hartley



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