

# DANCEEAST

**MARKETING & COMMUNICATIONS  
ASSISTANT**

**CANDIDATE BRIEFING**  
August 2019



**MOVE | BE MOVED**

**JERWOOD  
DANCEHOUSE  
IPSWICH**

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

DanceEast is custodian and curator of the Jerwood DanceHouse, the home of dance in the East of England. Its vision is to make the East of England a place where everyone has the opportunity to engage with great dance. Its mission is to raise aspirations and transform lives through a programme of work that champions excellence, engages the public and inspires artists.

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. DanceEast work in partnership with other national venues to develop the breadth and appeal of dance for young people and families; and 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 nine 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 2017/18 there were almost 49,000 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. A new cohort of Associate Artists joined the organisation in April 2018 and included: Tim Casson, Julie Cunningham and Joseph Toonga; and Kaia Goodenough as a Junior Associate Artist.

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 a 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)

*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.*

## **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. In 2018 DanceEast launched the first 2-year BA (Hons) Dance, in partnership with the University of Suffolk.

## **Purpose of the Post**

To provide support to the Audiences, Communications and Development team and promote DanceEast's work – encompassing the artistic, class and workshop programme, community engagement, Centre for Advanced Training and University degree course. In addition, the role will support income generation across the organisation.

## **Key Relationships**

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

## **Principle Responsibilities**

### **Digital Communications**

- Assist the team with the creation, delivery, monitoring and evaluation of targeted marketing and communications campaign plans
- Using the Digital Policy and Action Plan as a guide, to manage updates to the website; including sourcing, proofing and editing content; keeping content up to date; reviewing and updating the site; and collecting and monitoring google analytics.
- To be personally responsible for the DanceEast University Degree Course Instagram, including liaising with students and the university, developing copy, scheduling and posting content in a clear and consistent DanceEast voice.
- To actively support building DanceEast's following across all social media platforms through the agreed strategy.
- Under the guidance of the agreed communications strategy, manage social media content, scheduling and advertising e.g. Twitter, Facebook, Instagram and YouTube for DanceEast and support colleagues with social media content for certain projects.
- Create e-marketing emails including image sourcing and resizing and writing copy.
- To support the creation of short films and live streaming to be used across agreed DanceEast digital platforms.
- To keep on top of trends in digital and arts marketing and new digital tools.
- To collate data on a regular basis to facilitate analysis of the success of digital marketing to be used to inform future strategy planning and contribute to reporting.

### **Print Marketing**

- Support with the creation of all marketing materials including flyers, leaflets, programmes, posters and external advertising, to be responsible for maintaining quality of both design and copy.
- Assist the Marketing & Communications Officer and Head of Audiences, Communications & Development with the proofing of printed marketing material.
- Liaise with designers and printers on the design and print of printed materials as required.
- To use DanceEast house style guidelines to produce in-house print materials.

### **Public Relations**

- Liaise with visiting companies, designers, printers, marketing and press representatives and agencies to maximise positive media activity.
- To be responsible for the Audiences, Communications & Development team relationships with the University and students on the DanceEast degree course.
- Represent DanceEast at both external and internal events and act as an advocate for the organisation's work and development needs.

### **Media Relations**

- Collate positive comments and press and media coverage for future use, build relationships with key contacts, provide support for press, photocalls, interviews and filming opportunities.
- Respond to press enquiries and requests for images.
- Track media and social media coverage.
- To draft press releases for approval by Marketing & Communications Officer and Head of Audiences, Communications & Development.

### **General**

- Ensure the Jerwood DanceHouse print sites and flat screens are up to date and on message
- Maintain customer records on Spektrix (Ticketing & Marketing system), extract data for targeted campaigns, in line with GDPR
- 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
- Provide administrative support, including answering phone and email enquiries in a timely and efficient manner
- Attend and contribute to team and staff meetings
- To always carry out duties and responsibilities with regard to DanceEast's Equal Opportunities, Access and Health and Safety Policies.
- 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
- 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
- Willingness to work evenings and weekends as required
- Knowledge of and interest in the performing arts, and dance in particular

### Qualifications and Experience

#### Essential

- Previous experience of using and delivering social media and digital content successfully in a work environment
- Excellent administrative and organisational skills
- Excellent time management skills with proven ability to multi task and prioritise workloads
- Good level of computer literacy, with proficiency in MS Excel and Word
- Excellent proof-reading ability
- Demonstrable design skills and ability to deliver high quality design and content
- Articulate and literate with proven written and verbal interpersonal and communication skills.
- Good customer service skills
- Excellent networking skills and demonstrable experience of building relationships with a variety of stakeholders
- Good research skills and experience of presenting information in reports

#### Desirable

- Educated to A Level or above, preferably in arts-based subject; or equivalent
- Experience of using box office; CRM; or content management systems
- Previous work experience in marketing in an arts, cultural or creative sector organisation
- Basic knowledge of Adobe Illustrator and/or Photoshop
- CMS and website experience
- Experience of using google analytics or other similar digital marketing measurement tools
- Experience of working for a publicly funded body
- First Aid qualification
- Current clean driving licence

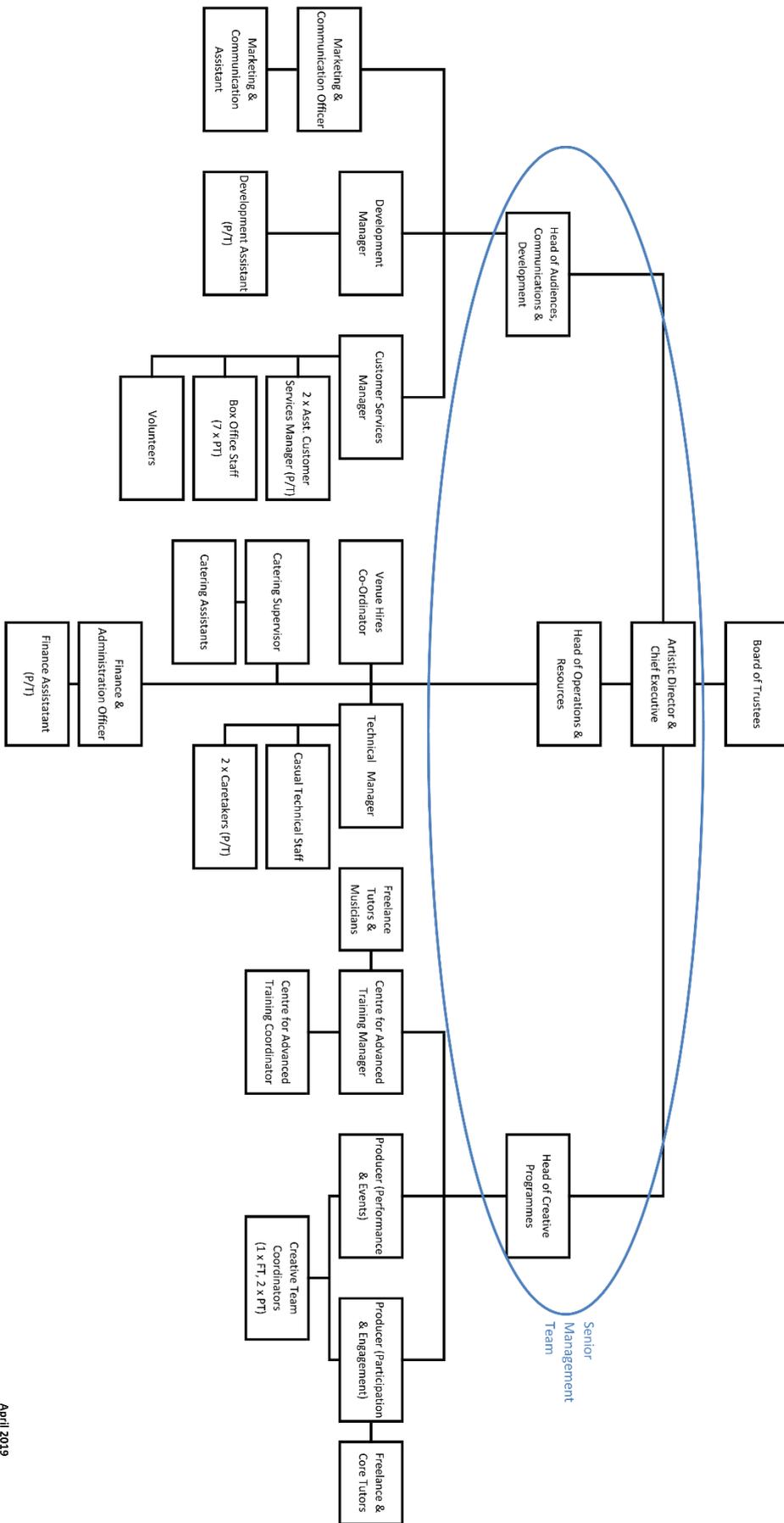
## Terms & Conditions

Responsible to:	Marketing and Communications Officer
Hours of Work:	37½ hours per week
Working Hours:	Core office hours are Monday to Friday, between 10.00.a.m and 4.00.p.m with one hour for lunch. You should agree your working pattern to enable you to work your contracted hours with your line manager. 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 two months after successful completion of probation period.
Right to Work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006.
References:	Offers of employment are subject to the receipt of references that are satisfactory to DanceEast.
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:	£17,340 per annum.
Additional Benefits:	Complimentary tickets for DanceEast productions and classes (subject to availability); Training and development opportunities; and Staff discount at the DanceHouse café.

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



April 2019

## 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)

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.

DanceEast is an Equal Opportunities Employer and has a Diversity & Equality Plan aimed at improving the diversity of its workforce. To ensure the effectiveness of the policy and to assist in its development, DanceEast monitors all applications for employment. You are therefore asked to complete the Equal Opportunities Monitoring Form, which will be treated as confidential and used for statistical purposes only. The form will be separated from your application and remain anonymous, before your application is reviewed by the selection panel.

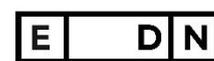
The deadline for receipt of applications is 10am on Tuesday 3<sup>rd</sup> September. Applications received after this time will not be considered. Successful applicants will be invited to an interview at the Jerwood DanceHouse, Ipswich on Monday 9<sup>th</sup> September, and candidates should be available on this date.

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Credit: Chris Nash



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