

# DANCEEAST

MARKETING & COMMUNICATIONS OFFICER

CANDIDATE BRIEFING

MARCH 2017



**MOVE | BE MOVED**

**JERWOOD  
DANCEHOUSE  
IPSWICH**

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**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, Dance East 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 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 becoming a professional dancer.

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 and regular performance opportunities 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 2014/15 there were over 47,000 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. For 2015/16 Associate Artists include: Alexander Whitley; Rosemary Lee; Anna Williams and UNIT (Tom Hobden & Kate Flurrie).

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 had 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 has an ambitious and exciting strategic communications plan aimed at developing audiences and participants for its wide range of activities, at the state-of-the-art Jerwood DanceHouse in Ipswich and beyond. The Marketing and Communications Officer will play a key role in delivering this strategy.

## **Purpose of the Post**

The main objectives are:

- To support the Head of Communications and Development in the delivery of all marketing and communications
- To support all local, regional, national and international press activity
- To maintain the development of the DanceEast brand
- To proactively develop DanceEast website, social media and online presence.

## **Key Relationships**

The post holder reports to the Head of Communications and Development. The post holder will liaise closely with all departments and in particular with the Artistic Director and Creative Team.

## **Key Tasks and Responsibilities**

### ***Responsibilities:***

- To implement, monitor and develop a wide range of marketing and communication initiatives (including website, press, PR, print, digital marketing, social media marketing, face-to-face marketing) as agreed with the Head of Communications and Development.

### ***Areas of work:***

- Communications, marketing, press and PR for:
  - performances at the Jerwood DanceHouse and other venues where DanceEast presents performances,
  - Classes, courses and workshops in Ipswich and across Suffolk,
  - Community projects and large-scale events,
  - Centre for Advanced Training recruitment and activities,
  - General profile-raising of the organisation.

### ***Communications & Press***

- Draft and send out relevant, timely and informative press and listings releases to all relevant local, regional, national (and where appropriate, international) press & media outlets, follow up with pitches and achieve coverage,
- Build and maintain good relations with key local, regional & national press & media contacts,
- Maintain and develop a comprehensive press list covering local, regional, national and international) press & media outlets,

- Support and represent DanceEast at press nights and opening performances, the management of filming, press conferences, interviews, press trips and photo calls,
- Liaise with communications and press departments of visiting companies, press representatives and agencies to maximise positive media activity,
- Commission photography as appropriate,
- Research new press and media for listings, advertising & editorial opportunities,
- Play an active part in regular briefings about forthcoming seasons held between Communications, Development, Customer Service and the Creative Team.

### **Marketing**

- Create imaginative marketing campaign plans for all DanceEast activities,
- Draft copy and extract data for targeted on and offline marketing campaigns in line with Data Protection Act consent preferences,
- Draft email, web, Facebook and Twitter copy in support of relevant direct mail / email / social media marketing campaigns,
- Be fully conversant with DanceEast's ticketing system Spektrix, and ongoing software upgrades and developments,
- Work closely with Customer Services Managers to ensure a good flow of information between the Customer Services team and Communications Department,
- Maintain and develop regular mailings/distribution of print to outlets throughout Suffolk as agreed with the Head of Communications and Development,
- Produce all promotional material for DanceEast activities including brochures, flyers, programmes, leaflets, posters, organising photography, writing copy, briefing graphic designers and managing the print production.

### **Digital**

- Maintain and update content on [www.danceeast.co.uk](http://www.danceeast.co.uk) and social media channels, ensuring it is relevant, high impact and up-to-date,
- Aware of and ability to trial new and latest social media trends when relevant,
- Keep event listings sites up to date and circulating regularly,
- Responsible for e-communications; monitoring, analysis, evaluation and return on investment.

### **Customer Care**

- Working a weekly shift with customer service colleagues at the Reception & Box Office:
  - improving internal communications,
  - encouraging collaboration and ideas between teams,
  - liaising directly with customers,
  - ensuring key messages are promoted,
  - building relations with customers to identify potential supporters gathering and disseminating feedback.

### **Overall**

- Carry out all administrative work generated by the above activities working closely with the Head of Communications and Development,
- At all times carry out duties and responsibilities with regard to DanceEast's Equal Opportunities, Access and Health and Safety Policies,
- Undertake other duties as may be reasonably required by DanceEast.

## **Personal Specification**

### **Attributes**

#### Essential

- An attention to detail with a commitment to achieving excellent standards,
- An understanding of the relationship between marketing, development and education functions,
- The ability to remain calm under pressure and manage multiple priorities,
- Highly self-motivated,
- Creative thinker and problem solver,
- Proven team player, with a flexible approach to work.

### **Qualifications and Experience**

#### Essential

- Previous relevant professional experience in Marketing and Communications, preferably in the arts and culture sector, and ideally in Dance,
- Experience of devising and implementing successful marketing campaigns on and offline on time and within budget,
- Experience of audience engagement and development,
- Experience of working successfully with designers to create printed and digital marketing assets,
- Excellent copywriting skills, with the ability to tailor content and messages to different target markets; and experience of proof-reading,
- Experience of working with digital and design software including web-based content management systems and social media platforms,
- Experience of managing budgets and other financial processes,
- The ability to deal confidently and positively with people of all levels both face-to-face and over the phone.

#### Desirable

- A good working knowledge of a ticketing and marketing system, ideally Spektrix,
- Current clean driving licence.

### **Knowledge and Skills**

#### Essential

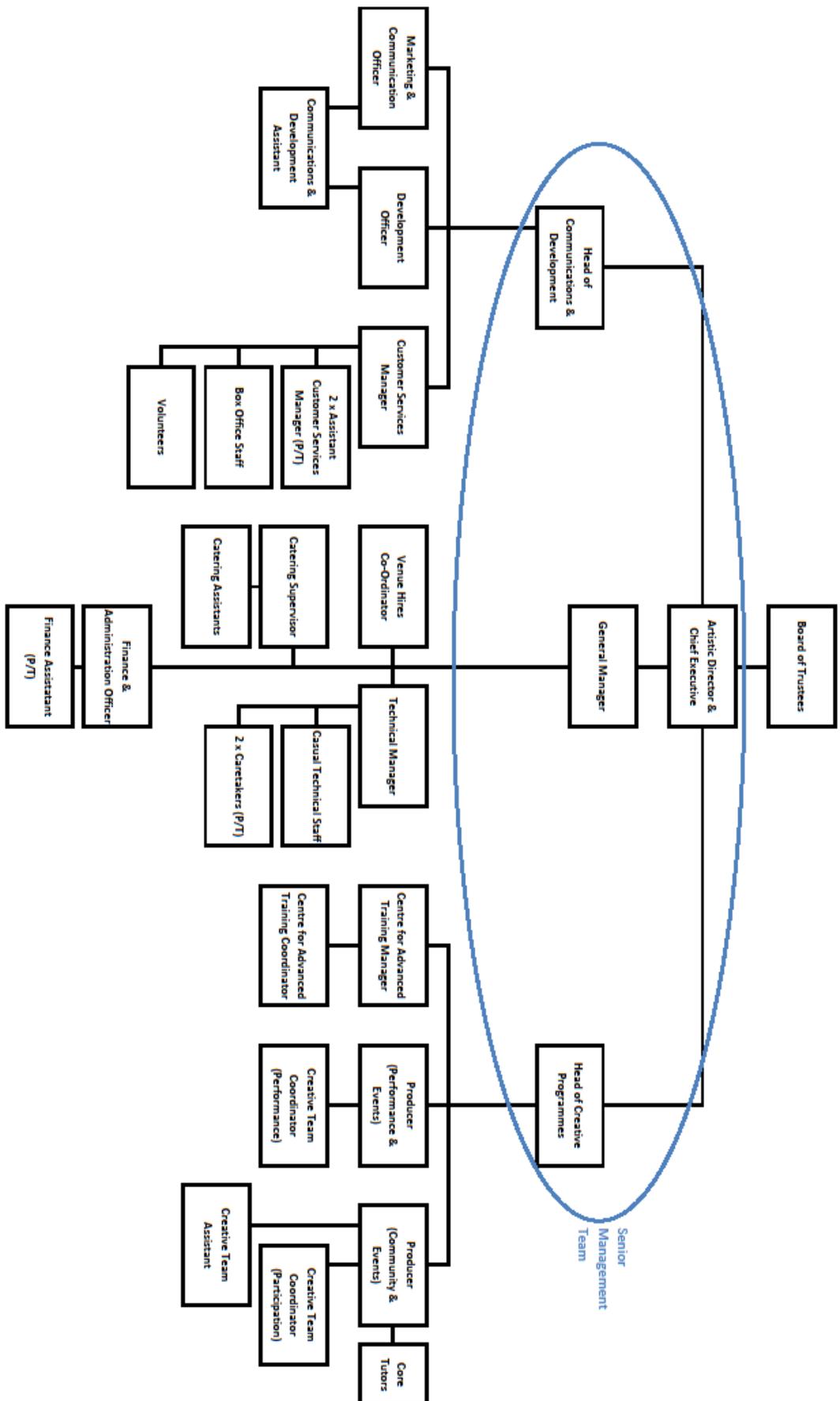
- Excellent communications skills, both written and verbal,
- Excellent interpersonal skills and an outgoing and positive personality,
- Excellent Customer Service skills and a drive for genuine customer engagement,
- Excellent ICT skills, including being highly competent with Microsoft Office, and keen to develop new skills as the post requires,
- A high standard of organisational skills,
- The ability to prioritise effectively,
- Knowledge of, and an interest, in the performing arts, especially dance.

## Terms & Conditions

Responsible to:	Head of Communications & Development
Hours of Work:	37.5 hour per week
Core Office hours:	9.00am – 5.30pm, Monday to Friday Due to the nature of this post, some evening and weekend work will be required, as necessary.
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:	3 months
Notice period:	One week during probation period, rising to one month after successful completion of probation period
Pension Scheme:	Automatically enrolled into a qualifying workplace pension scheme in which both the employee and DanceEast will make monthly contributions to. The employee has the option to opt out of the scheme if preferred
Salary scale:	Circa £21,000 per annum
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)
Additional Info:	The postholder may be subject to an Enhanced DBS Check on commencement of their employment, and at regular intervals during their employment

**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 may 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, General Manager, 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, Wednesday 5th April. Applications received after this time will not be considered. Successful applicants will be invited to interview at the Jerwood DanceHouse, Ipswich on Monday 10th April, and candidates should be available on this date.



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