



ONE DANCE UK Head of Marketing & Communications

Thank you for your interest in the post of Head of Marketing & Communications with One Dance UK. It is an exciting time to be joining our team. One Dance UK is the sector support organisation for dance, leading the way to a stronger, more vibrant and more diverse dance sector. We support and advocate, enhance and raise the profile of dance in the UK. Our aim is to provide information, resources and opportunities for a workforce that is well-equipped to secure dance's prominence in the cultural landscape of the future.

One Dance UK

One Dance UK is the national support organisation for dance. We are part of Arts Council England's National Portfolio as the only Sector Support Organisation specifically focusing on dance. We are also the Subject Association for dance in schools. We advocate for and champion the value of dance as a vibrant and diverse artform across a multitude of sectors including education, health, physical activity and as a cultural form of expression.

We create opportunities through pioneering advancements in dancers' health and lead on national programmes to develop and champion young people's dance. We provide information, resources and opportunities to support those who work in dance, working with dance organisations and dance professionals.

Overview of the role

The Head of Marketing and Communications is a pivotal role within the Senior Management Team of One Dance UK, leading on developing strategic communications plans, and devising and delivering excellent marketing and press campaigns for One Dance UK's events, performances, national programmes and conferences. You will also build on One Dance UK's profile and positive communication with its many stakeholders and audiences through social media, web, press and print.

You will be part of an experienced team driving forward the vision of One Dance UK, ensuring it reaches its targets, increases earned income and raises the profile of the company and its work across the wider dance, cultural, education and policy and political sectors. The post provides an excellent opportunity for a skilled individual to develop a breadth of experience across the entire dance sector.

How to apply?

Please apply using the application form (downloadable from the One Dance UK website). Completed applications forms should be sent to christopher.rodriquez@onedanceuk.org by 10am on Friday 10 May 2019. We expect that interviews will take place w/c 20 May 2019.

JOB DESCRIPTION

Responsible to: The Chief Executive

Responsible for: Marketing & Communications Manager, Marketing & Communications Assistant

Place of work:

Normal place of work will be One Dance UK's new office located in Birmingham Hippodrome's Building, Hurst Street, Southside, Birmingham, B5 4TB. Occasional travel to venue locations throughout the UK will also be required. Authorised travel costs will be paid for by One Dance UK.

Hours of work:

The equivalent of five days (35 hours) per week, usually 9.30am to 5.30pm (includes an unpaid one-hour break each working day). Some evening and weekend work may be required. No overtime is paid but time off in lieu may be taken. One Dance UK can be flexible with working days and hours, depending on the needs of the office and the small team of staff.

Holiday entitlement:

The holiday year runs from April to March. Annual entitlement is 25 working days per year plus public holidays. For staff beginning or concluding their employment during the year, holiday entitlement is calculated on a pro rata basis.

Probationary periods and notice periods:

The probationary period for this post is 3 months, during which time either the employee or One Dance UK may terminate the employment subject to one week's notice. The probationary period may be extended for up to a month. Upon successful completion of the probationary period, the notice period is 3 months.

Conditions of Employment:

This position is a permanent role. One Dance UK will pay a salary between £35,000 – £40,000 as well as covering pre-agreed essential travel expenses to attend meetings.

Benefits

After 3 months service, individuals have access to the People's Pension scheme – employer 3% / employee 5% contributions of gross salary.

PURPOSE OF THE ROLE

This role is fundamental to the development and management of strategic communications plans and devising and delivering marketing and press campaigns for advocacy campaigns, membership drives, events, performances, national programmes and conferences. The post holder will also:

- maintain One Dance UK's websites
- use all available social media channels to reach the different audiences of the dance sector to promote the work of the organisation

- raise the profile of the work of One Dance UK to a range of audiences through social media, web, press and print.

Main Duties and Responsibilities

Marketing & Communications overview

- To be the gate keeper for the use of One Dance UK's branding in consultation with the Senior Management Team.
- To devise and implement integrated marketing and communications plans for the company's programmes and events, maximising opportunities within the full marketing mix, both online and offline
- To manage the company's websites: write/edit and update online content to effectively represent its work, refresh images, graphics and copy regularly.
- To ensure that the press and media lists on the databases are up-to-date.
- To coordinate and manage the social media communications to reach wider audiences and increase brand awareness
- To lead on editing, commissioning and distributing magazines, e-newsletters and any other print each year.
- To generate production of promotional material including event programmes, brochures, reports, fliers etc. as required, designing or managing the design process, overseeing print/production and liaising with the One Dance UK teams in the generation of copy and images.
- To evaluate the effectiveness of the marketing initiatives and make recommendations for future plans
- To monitor expenditure on all areas of marketing and produce financial reports as requested.

Online communications

- To oversee the maintenance of websites, keeping copy up to date and refreshing images and stories to increase usage
- To oversee the production of e-newsletters and e-fliers: plan content, write/collate stories and send out to subscribers.
- To oversee the production and re-printing of all publications and print (books, information sheets, leaflets etc. in close collaboration with other staff
- To monitor and report quarterly on key website, social media and email statistics.

Membership

- Contribute to developing the membership offers for One Dance UK.
- Ensure staff are trained to provide high levels of customer service
- To work with Marketing & Communications Manager and Assistant and other staff to continue to refine the company's membership systems, processes and procedures in collaboration with the Office Manager & Membership Manager.
- To ensure that principles of membership growth and retention are paramount in staff teams' thinking and their interaction with members and potential members on the phone, by email or in person at events and when networking.

PR and Media

- To maximise any developments in the arts/culture, dance, education, sports or youth sectors which might generate positive news stories, both online and offline.

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- To write and disseminate press releases.
- To oversee the maintain and update databases in consultation with the Senior Management Team and to facilitate the press officers professional network and meetings.
- To oversee the maintenance of One Dance UK's press cutting archive. To put systems in place for fortnightly monitoring and collating articles, quotes and statistics.

Operational Support

- Provide support to other members of the team as required ensuring the smooth running of the office and general operations.

Board

- To produce papers for Board members as requested by the Chief Executive
- To attend Board meetings as requested by the Chief Executive and/or Board members

General

- To line manage the Marketing & Communications Manager and the Marketing and Communications Assistant.
- To help the team with office administrative tasks as required
- To participate in the training of staff and trainees as appropriate
- To attend team, staff and board meetings as appropriate
- To work to all legislation and company policy on equal opportunities, safeguarding, health and safety and employment law
- To always act in the best interests of One Dance UK and to advocate for the organisation at all times
- To undertake such duties as may from time to time be allocated by the Chief Executive or Board.

Person Specification

Area	Essential	Desirable
EXPERIENCE	<ul style="list-style-type: none"> • A minimum of five years' experience of marketing in the dance, arts or media sectors • Experience of overseeing website design, producing web content and e-marketing • Ability to generate lively and engaging web content • Experience of using a range of social media platforms • Knowledge of website best practice, issues of accessibility and social networking sites • Demonstrable experience of implementing communications and marketing campaigns • Experience of writing copy for online, print and PR purposes. 	<ul style="list-style-type: none"> • Experience of working in dance, dance education and or youth dance sectors
QUALIFICATIONS / TRAINING	<ul style="list-style-type: none"> • Degree or equivalent work experience in the dance, arts or media sectors 	<ul style="list-style-type: none"> • Marketing qualification

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SKILLS	<ul style="list-style-type: none">• Highly literate: excellent written and spoken English. Writing publicity copy and press releases.• Excellent IT skills: able to use effectively a range of software including Adobe suite, Word, Excel and PowerPoint as well as website content management software.• Able to pay close attention to detail with strong editing and proofreading skills• Ability to budget• Highly developed interpersonal skills• Pro-active and a fast learner• Able to manage multiple priorities and work well under pressurised deadlines• Good planning and organisational skills	
OTHER REQUIREMENTS	<ul style="list-style-type: none">• Willing to travel occasionally and if needed stay away from home.• Willing to work flexibly and occasional unsocial hours.• Active commitment to Equal Opportunities.	