



ONE DANCE UK Marketing and Communications Manager

One Dance UK is the national sector support organisation for dance, advocating for the dance profession and delivering programmes, services and events across the UK that aim to provide support, networking and professional development opportunities for dance professionals including: dancers, managers, teachers, choreographers, directors, healthcare practitioners and academics.

More information about One Dance UK can be found here: www.onedanceuk.org

We are seeking an experienced Marketing and Communications Manager to support us in building on One Dance UK's profile and positive communications with its many stakeholders and audiences through social media, webs, press and print.

We are looking for a motivated, highly organised and efficient individual who will be confident to devise and deliver excellent marketing, advocacy and communication strategies for One Dance UK's programmes, membership drives and events. The Marketing and Communications Manager will work closely with an experienced team driving forward the vision for One Dance UK, ensuring it reaches its targets, increases earned income and builds the brand profile of the organisation and increases the visibility of its work across the wider dance, cultural, education and policy and political sectors.

How to apply?

Please apply using the application form (downloadable from the One Dance UK website). Completed applications forms should be sent to info@onedanceuk.org by 10am on Monday 29 April 2019. We expect that interviews will take place w/c 13 May 2019.

JOB DESCRIPTION

Responsible to:

Head of Marketing and Communications

Responsible for:

Design and Communications Assistant

Key Relationships (Internal): Head of Marketing and Communications, Design and Communications Assistant, Workforce Managers, Project Manager, Event Manager.

Key Relationships (External): Suppliers such as graphic designers, freelance project managers, printers, filmmakers, photographers, printers, advertisers, members. Dance Sector organisations and Industry bodies.

Place of work:

Normal place of work will be One Dance UK's office located in Birmingham Hippodrome's Building, Thorp Street, 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. 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 of £25,000 as well as covering pre-agreed essential travel expenses to attend meetings and events.

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

- To devise and deliver marketing, advocacy and communications plans for national programmes, events and conferences, maintaining an annual overview of key communications activities and milestones.
- To raise the profile of the work of One Dance UK to a range of audiences through social media, web, press and print media.

- To act as brand custodian and ensure that all external and internal communications are compliant with our visual and written brand guidelines, in consultation with senior management.
- Maintain One Dance UK's websites to write and update online content and to effectively represent its work. To ensure that the website is effective and delivering appropriate and up to date content to the correct audiences in the correct way.
- To deliver appropriate social media strategies across our social media platforms. Ensuring content is relevant, pertinent and up to date for our audiences, to drive engagement, grow followers and increase profile and visibility of our work.
- To manage the content development and production of promotional material including event programmes, brochures, reports, and marketing collateral working with key people within One Dance UK and third parties (designers, printers etc)
- To lead on commissioning and distributing e-newsletters, digital and print publications and reports where necessary.
- To evaluate and report on the effectiveness of all marketing initiatives and make recommendations for future plans.

Main Duties and Responsibilities

Marketing & Communications overview

- To raise the profile of the work of One Dance UK to a range of audiences through social media, web, press and print.
- Become familiar with and apply the branding guidelines for all aspects of One Dance UK's communications work as appropriate
- Keep abreast of social media developments across the dance sector and bring key activity to the attention of the Marketing and Communications Manager/Officer.

Online communications

- Assist in the creation and updating of online content
- Work closely with the Head of Marketing and Communication to develop content plan for website and social media platforms to drive in line with overall strategy
- Keep abreast of social media analytics, assess what is successful and where improvements can be made. Make recommendations to address issues and report on growth.
- Keep abreast of emerging trends in social media and apply new approaches and techniques to keep our channels engaging and interesting.

Programmes

- Work with the Head of Marketing and Communications, Workforce Managers and Advocacy Manager to support the timely delivery of communication and marketing campaigns to maximise public awareness of and income from One Dance UK programmes and advocacy initiatives.

General

- Help the One Dance UK team with office administrative tasks as required
- Attend team and staff meetings as appropriate
- Work to all legislation and company policy on equal opportunities, health and safety and employment law
- Act always in the best interests of One Dance UK and to advocate for its work
- Undertake such duties as may from time to time be allocated by the Head of Marketing and Communications or Chief Executive.
- One Dance UK is committed to the professional development of its employees and every effort will be made to identify training or project opportunities without compromising the main purpose of this role.

Person Specification

Area	Essential	Desirable
EXPERIENCE	<ul style="list-style-type: none"> ▪ A minimum of three years' experience of marketing in the dance, arts or media sectors ▪ Experience of 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 ▪ Experience of measuring and reporting on the impact of social media activities. ▪ Working knowledge of Adobe's Creative Suite including Photoshop, InDesign and Illustrator. ▪ Experience of managing a team ▪ Experience of developing communications campaigns across a range of media 	<ul style="list-style-type: none"> ▪ Experience of working in dance, dance education and or youth dance sectors ▪ Interest in dance
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 or communications qualification
SKILLS	<ul style="list-style-type: none"> ▪ Highly literate: excellent written and spoken English. ▪ Able to write publicity copy and press releases. ▪ Excellent IT skills: able to use effectively a range of software including Adobe Creative Suite, Word, Excel and PowerPoint as well as website content management software. 	

	<ul style="list-style-type: none"> ▪ Able to pay close attention to detail with strong editing and proofreading skills ▪ Highly developed interpersonal skills ▪ Pro-active and a fast learner ▪ Good planning and organisational skills ▪ Highly motivated self-starter who can work independently. ▪ Demonstrable ability in principles of graphic design 	
<p>OTHER REQUIREMENTS</p>	<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. 	