



ONE DANCE UK Sponsorship and Advertising 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 Sponsorship and Advertising Manager to support us in building on One Dance UK's profile, sponsorship and advertising opportunities.

We are looking for a motivated, highly organised and efficient individual who will be confident to devise and deliver excellent sponsorship and advertising strategies for One Dance UK's programmes, membership drives and events. The Sponsorship and Advertising 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 6 pm on Friday 17 May 2019. We expect that interviews will take place w/c 27 May 2019.

JOB DESCRIPTION

Responsible to:

Head of Membership and Business Development

Key Relationships (Internal): Head of Membership and Business Development, Membership Manager, Marketing and Communications team.

Key Relationships (External): advertisers, sponsors, 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 sell advertising space in One Dance UK's publications, programmes and website
- To research and source potential sponsors for specific programmes, such as the Awards, U.Dance and the conference

- To be proactive in identifying new sponsorship opportunities, including in-kind sponsors
- To carry out a reconciliation of donations received with the Finance team on a monthly basis
- To raise the profile of the work of One Dance UK to a range of prospects
- To evaluate and report on the effectiveness of all advertising and sponsorship initiatives and make recommendations for future plans.

Main Duties and Responsibilities

Sponsorship overview

- To research, identify and develop new ideas to generate sponsorship. .
- To Create sponsorship packages in collaboration with colleagues across the organisation
- To ensure a stewardship programme is in place for current prospects
- To administer the database and regularly update information on prospects and corporates onto the CRM database as required in compliance with GDPR rules
- Work closely with Marketing & Comms team to maximise advertising opportunities and help to develop social media campaigns in conjunction with sponsors
- Become familiar with and apply the branding guidelines for all aspects of One Dance UK's communications work as appropriate
- Keep abreast of sponsorship trends at all levels in the UK arts sector and all aspects of changes in media.

Advertising and Sales

- To create a strategy to increase revenue from current clients and identify new opportunities
- To plan and deliver bespoke opportunities for clients
- To increase the advertising income as a reliable revenue source
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Programmes

- Work with the Head of Membership and Business Development, Workforce Managers and Advocacy Manager to support the timely delivery of 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 Membership and Business Development 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 sales and sponsorship within a non-profit organisation (preferably, in the dance, arts or media sectors) ▪ Experience of developing sponsorship packages ▪ Proven track record of securing and managing relationships with a range of corporate partners ▪ Ability to work across multiple accounts and manage priorities and own workload ▪ Ability to generate lively and engaging copy ▪ Experience of reporting against income targets. ▪ Experience of developing advertising 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 	
SKILLS	<ul style="list-style-type: none"> ▪ Highly literate: excellent written and spoken English. ▪ Excellent IT skills: able to use effectively a range of software including a CRM, Word, Excel and PowerPoint ▪ Able to pay close attention to detail with strong editing and proofreading skills 	

	<ul style="list-style-type: none"> ▪ Highly developed interpersonal skills ▪ Pro-active and a fast learner ▪ Good planning and organisational skills ▪ Highly motivated self-starter who can work independently. 	
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. 	