

# Senior Marketing Manager

Application Pack 2022



Pictured: Students from the  
Centre for Advanced Training (CAT)

# Introduction

Thank you for your interest in our Senior Marketing Manager role.

The North East is a fabulous place to dance and live. Dance City is lucky to be the custodian of studio spaces in Newcastle. But we serve the entire region and want to ensure that from Berwick to Teesside and Hexham to South Shields our communities get access to the best quality dance experiences possible.

Cultural organisations need to create strong partnerships, relationships and messages to thrive. The Senior Marketing Manager is a crucial role for Dance City. The role helps shape the way we talk about ourselves. This in turn helps us to shape our own thinking, and how we confidently project this message for the communities we serve. This is all to enable more people to be moved through dance and the arts.

We are looking for a dynamic person – someone who is a natural networker, communicator and actively enjoys the offer of the cultural community. A person who appreciates that strong messaging lays the foundation for great art to thrive. You will believe that entrepreneurialism and a cohesive team culture can help many more people to experience the joy of dance. You are someone who wishes to learn more from the people around them and the communities we serve. You will be a natural leader, explorer and enabler. The idea of wanting to take people on a journey of transformation through culture excites you.

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As Dance City recovers from the pandemic we know that the world is a very different place to the one before. The external environment is tough and we have been through challenging times. But we think for the right candidate this will be a rewarding role and satisfaction gained by changing how we operate.

The organisation is deeply committed to equality, diversity and inclusion as well as environmentally sustainable performance. Dance City has been awarded 'Outstanding' by Arts Council England for the Creative Case for Diversity.

The Dance City team is passionate, committed and knowledgeable. Our customers and audiences are a delight. The Board has created a solid foundation for robust governance.

If our vision and mission is something you feel you could contribute to with effervescence, transparency and attention to detail, we would love to hear from you.



**Anand Bhatt**  
Artistic Director & CEO



**Sharon Paterson**  
Chair of the Board  
of Trustees



Pictured: BA (Hons) Professional Dance students



Pictured: Participant in a 55+ dance class

# About Dance City

**We believe in the power of dance to invigorate people and communities, and for dance to hold a special place in people's hearts.**

**Our mission is to ensure the north east is the best place to dance and experience dance.**

Dance City is the biggest dance house in the north of England, employing around 130 staff and freelancers. We are responsible for dance development in the whole of the north east region and a population of 2.5 million.

We are a **Catalyst, Convener and Creator** of excellent dance and movement experiences from the north east, for the north east and the world.

## **A Theatre Dedicated To Dance**

Dance City has an intimate 240 seat theatre dedicated to showcasing dance performances from the north east, the UK and across the globe.

## **Dance For Every Body**

Pre-COVID we were offering 113 classes a week and generating more than £260K in annual income. We are building back our public participation programme in a challenging landscape.

## **Dance Careers Start Here**

The Dance City Training Academy offers specialist dance training for gifted and talented young people from age 10 through our Centre for Advanced Dance Training (CAT), in partnership with the Department for Education, and our BA (Hons) Professional Dance in partnership with University of Sunderland.

## **Dance Careers Thrive Here**

Public subsidy and surplus commercial income allow us to be at the heart of the art - supporting dancers to live their creative careers. We offer professional artists in the north east free daily dance classes, commission opportunities, CPD, free studio space and much more.

## **Communities Dance With Us**

Dance City is not a building, Dance City has a building. Our engagement team gets generations moving from Berwick to Middlesbrough, Hexham to South Shields, in schools, community centres, parks, playgrounds and more.

You can find out more about Dance City's activities and impacts in our **2020-21 Annual Review**

# Job description and person specification

## Senior Marketing Manager

<b>Reports to:</b>	<b>CEO/Artistic Director (Executive Director upon recruitment)</b>
<b>Responsible for:</b>	<b>Marketing Coordinator, Marketing Assistant</b>
<b>Notice Period:</b>	<b>12 weeks</b>
<b>Hours:</b>	<b>0.8 FTE available at weekend and evenings occasionally for Dance City events, meetings and networks</b>
<b>Salary:</b>	<b>£37-£42k pro-rata</b>

### Purpose

To inspire, develop and lead on communications and marketing activities for the organisation with support from the Executive Director and Artistic Director/CEO.

To hold and cultivate the Dance City brand and institutional marketing as a leading dance organisation for the region and its place nationally and internationally.

To champion, through marketing and communications, dance for communities across the north east as participants, learners, audience and artists.

To be an active member of the Senior Management Team.

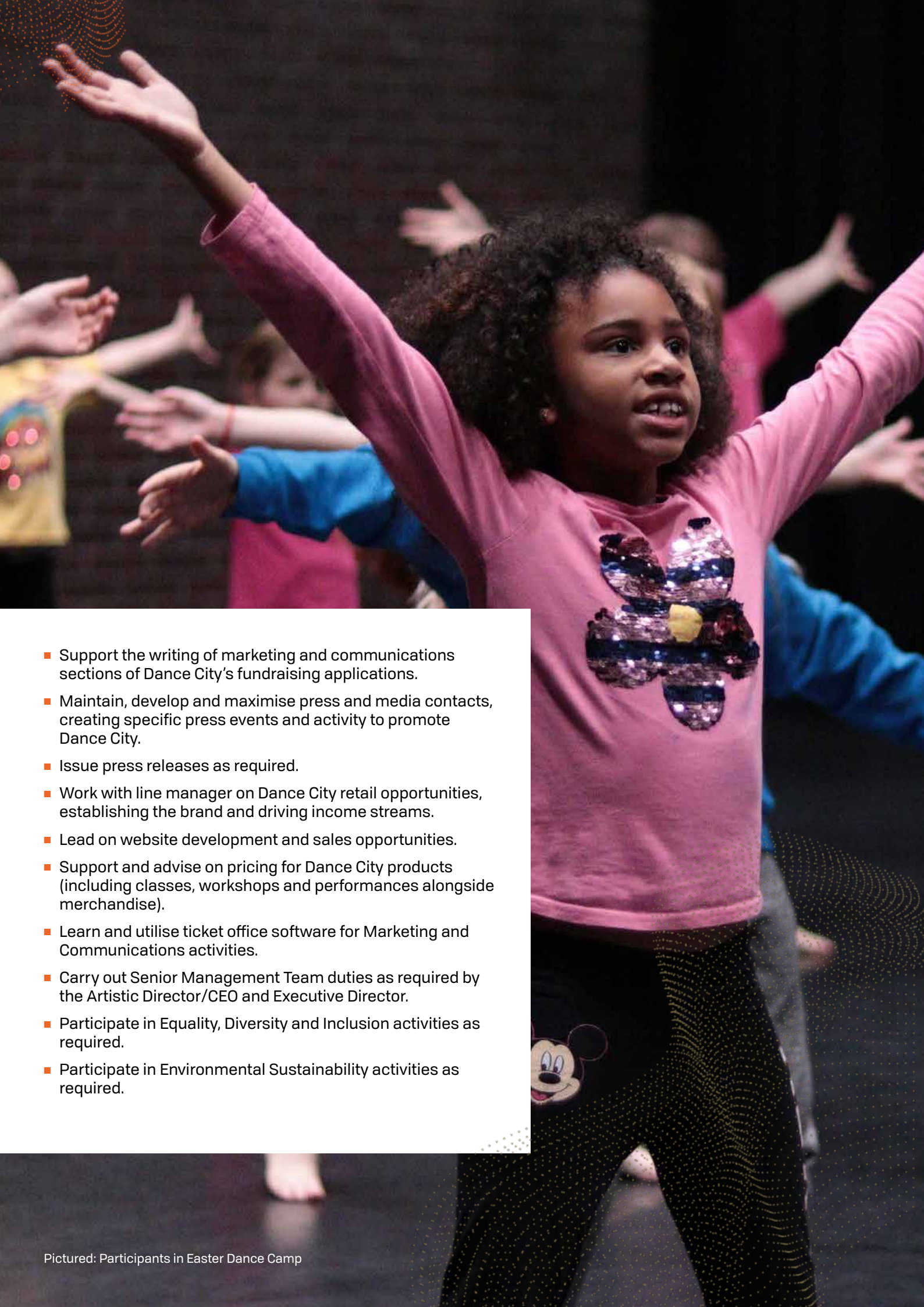
### Tasks

- Develop and deliver effective branding and marketing campaigns for performance, community and education outputs.
- Oversee all proofing and editing of marketing and promotional activities.
- Organise effective distribution of print and publicity.
- Devise and deliver audience development and communications plan.
- Identify new opportunities for advocacy and building audiences and profile for the organisation.

- Utilise social media and the website to inform, inspire and encourage people to get involved with Dance City.
- Ensure listings and events are issued and carried by press.
- Develop and grow the Dance City database and membership
- Create effective feedback opportunities for Dance City users.
- Lead and ensure compliance with all data protection legislation.
- Support development and delivery of fundraising activities.
- Lead on collection and analysis of data from places such as Audience Finder and others for reporting to Arts Council and other funders.
- Manage marketing budgets.

Pictured: Participants in Freedom Moving, a performance platform for dancers with special educational needs and disabilities





- Support the writing of marketing and communications sections of Dance City's fundraising applications.
- Maintain, develop and maximise press and media contacts, creating specific press events and activity to promote Dance City.
- Issue press releases as required.
- Work with line manager on Dance City retail opportunities, establishing the brand and driving income streams.
- Lead on website development and sales opportunities.
- Support and advise on pricing for Dance City products (including classes, workshops and performances alongside merchandise).
- Learn and utilise ticket office software for Marketing and Communications activities.
- Carry out Senior Management Team duties as required by the Artistic Director/CEO and Executive Director.
- Participate in Equality, Diversity and Inclusion activities as required.
- Participate in Environmental Sustainability activities as required.



Pictured: Kattam Katti - Pagrav Dance Company,  
performed at Dance City March 2022



Pictured: Infinite Ways Home - Richard Chappell Dance,  
performed at Dance City May 2022

## Competencies

Competence Requirements	Level	Description
LISTENING AND LEADING	5	Is required to communicate effectively when handling difficult contacts internally and externally across Dance City. Needs to continually influence the thinking of others and approach negotiations with the objective of achieving a win-win outcome.
INNOVATION AND EMBRACING CHANGES	5	Is required to develop new working processes within own area of responsibility, in response to internal and external influences and the changing needs of Dance City. Should promote leading ideas with energy and enthusiasm. Is required to demonstrate a considerable degree of innovative thinking in planning new methods of working.
THINKING AHEAD AND PLANNING	5	Is required to effectively manage time and resource, co-ordinating a number of activities (within and outside direct area of responsibility) to meet short term and long term deadlines. Needs to continually review and update plans in line with Dance City's changing needs therefore ensuring optimum efficiency and the achievement of goals and objectives.
LEADING THE WAY IN THE DANCE SECTOR	5	Is required to have a strong understanding of the marketplace within which Dance City operates. Needs to be fully aware of the internal/external factors, which influence all areas of the operations and respond to the various opportunities and threats. Is required to use knowledge to effectively translate Dance City's goals into operational activity.
INFORMED, INFORMATIVE AND INFORMING	3	Is required to effectively manage a team of staff to enable the successful achievement of Dance City's goals.. Needs to provide staff with the information to empower them, and ensure they have all required information to understand their responsibilities in relation to themselves and their teams providing support where necessary and ensuring compliance with relevant policy and procedure. Is required to select and match people to jobs according to their ability. Needs to continually measure the performance of staff, setting standards that they can aspire to.
EMPLOYEE QUALITY, SHARING BEST PRACTICE AND PROMOTING SUCCESS	3	Is required to effectively lead, motivate, coach and develop a team of staff to enable the successful achievement of Dance City's objectives. Is committed to developing the quality of all Dance City's employees by sharing best practice and promoting success. Is required to spot potential development needs and create opportunity for learning and development, offering assignments that challenge and foster a person's skill. Needs to continually measure the performance of staff and regularly review progress. Is required to ensure that development plans and activities contribute to Dance City's success.
RIGOROROUS, RESPONSIVENESS AND FLEXIBILITY	5	Is required to identify and respond to complex risks where errors or events would pose a risk to the achievement of the operational objectives of Dance City. Is required to identify and manage tasks, where errors or events could pose a significant risk to reputation or client relationships or may result in longer term financial or reputational damage.
EXPERIENCE	3	Is required to have significant previous experience relevant to the job.
SPECIALIST KNOWLEDGE	4	Is required to have an advanced level of specialist knowledge relevant to the job.
QUALIFICATIONS	3	Formal professional qualifications or a demonstrable level of relevant experience are required to carry out this role.

- This role is subject to DBS clearance
- Full UK Driving licence and access to a car would be advantageous to the role

# How to apply

To apply please send your CV and a covering letter – on no more than two sides of A4 – outlining the skills, experience and qualities you feel you can bring to the role and telling us why you would like to become our Senior Marketing Manager at this time.

Applications should be sent to [philippa.mcardle@dancecity.co.uk](mailto:philippa.mcardle@dancecity.co.uk) no later than 12:00 noon on Wednesday 16 November.

If you require this information in a different format, or would rather submit a video or audio file application, please let Philippa McArdle, HR Coordinator, and we can enable this to happen.

Interviews for the role will take place the weeks commencing 21 and 28 November.

Dance City actively encourages applications from those with less visibility in the arts. We specifically welcome applications from women, disabled people and those from Black, Asian, ethnically diverse, LGBTQ+ and international backgrounds with the right to work in the UK.



Pictured: The Collective 2019-20, Dance City's MA Advanced Dance Performance company



Pictured: CAT programme students



Pictured: BA (Hons) Professional Dance students performing



Pictured: BA (Hons) Professional Dance students performing

# DANCECITY

DANCE FOR THE NORTH EAST

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