



Dance City Job Description

Communications Assistant – 0.5 FTE (20 hours per week)

Reports to: Interim Head of Communications

Key relationships (internal):

Interim Head of Communications, Communications Co-ordinator, Producer, Classes & Events Co-ordinator, Ticket Office Manager and Front of House Team, Training Academy and Engagement Teams, Artistic Director/CEO and other staff as appropriate.

Key relationships (external):

Local, national and international media, design, print and advertising agencies, other dance training providers, professional dance practitioners, dance teachers, NGCV (Newcastle Gateshead Cultural Venues) Marketing Teams, Arts Council and Newcastle City Council.

Job Purpose

To support the Interim Head of Communications and Communications Co-ordinator to deliver high quality marketing of Dance City, to existing and new audiences, promoting and advocating for Dance City locally, nationally and internationally across all strands of work including dance performances and events, public classes & workshops, professional dance programmes / provision and training academy.

To help maintain a clear and consistent voice and brand across the organisation.

To bring flair and imagination to the role, contributing towards the development and delivery of high quality, lively, inspiring communications strategies and plans.

To contribute towards developing new and retaining existing audiences.

Hours: 0.5 FTE (20 hours per week)

Salary: £20,800 per annum pro rata (£10,400 actual)

Fixed term: until 31 January 2023

Overtime: Overtime payments are not made, however time off in lieu can be provided.

Expenses: Travel during the course of Dance City business will be reimbursed and mileage paid at the current Dance City rate.

Duties & Responsibilities

- Support the Interim Head of Communications and Communications Coordinator to develop and deliver Dance City's communications and audience development plans and campaigns including performance, community and education outputs.
- Support in the development, production and dissemination of high quality on and offline marketing materials.
- Develop content and work effectively across the whole marketing mix – print, promotion, PR, events, digital, social media, e-communications in a way which is reflective of Dance City's brand, imagery and identity.
- Update and monitor Dance City social media channels including Facebook, Instagram, YouTube, TikTok and Twitter.
- Write copy, proof and edit marketing and promotional materials as required.
- Capture creative digital content via photography and videography of Dance City activity as required for use in online and offline promotions.
- Liaise with suppliers including designers, printers, mailing houses, distribution companies, and external videographers and photographers.
- Ensure that all media is appropriately credited and that necessary consent for imagery for marketing purposes is obtained.
- Support in gathering quantitative and qualitative data, evidence of successes and monitoring and evaluation of campaigns and marketing activity for use at strategic Dance City meetings and reports (i.e. Board and major stakeholders).
- Draft and issue press releases as required, and build relationships with media to secure positive digital and print-based coverage.
- Be a point of contact for press and marketing enquiries.
- Monitor, maintain and update Dance City's website and ensure all digital information is current and accurate.
- Ensure all listings and events are issued and carried by press.
- Identify opportunities to cross-promote with others.

- Maintain the display and storage of promotional materials in the building and archive post-performance marketing materials and media coverage.
- Oversee the creation of email and direct mail campaigns.
- Liaise with touring companies for performance content, marketing and promotional materials taking a proactive role in promoting forthcoming performances and driving sales.
- Be fully conversant with Dance City's ticket office system (Spektrix), able to upload performances and events, generate reports, insights and mailings and support the growth and development of the database.
- Bring flair and imagination to the role, contributing towards the development of lively, inspiring and engaging communications plans.
- Represent and advocate for Dance City at meetings and events as appropriate/required.
- Take part in training activities as appropriate.
- Undertake any other duties as required.

Legal

- To comply with all Dance City's policies.

This is a description of the main duties and responsibilities of the post at the date of production. The duties may change over time as requirements and circumstances change. The person in the post may also have to carry out such other duties as may be necessary from time to time.

Person Specification

Essential

- Highly motivated with a desire to succeed
- Good understanding of and interest in digital marketing
- Interest in dance as an art form
- Ability to manage multiple priorities, prioritise workload/manage time
- Excellent copy-writing, proof-reading, spelling and grammar and IT skills
- Proven organisational skills
- Strong oral and written communication skills
- A proven self-starter, able to take the initiative and make decisions
- High level of attention to detail

- Punctuality
- Commitment to equal opportunities

Desirable

- Understanding / specialist knowledge of dance sector
- Previous arts sector experience
- Experience of working with artists
- PR experience
- Marketing / PR qualification
- Experience of using Ticket Office Systems
- Experience of using content management systems
- Able to use photoshop / image management software
- Experience of editing and publishing digital video / audio content

The postholder will be required to have, or undergo DBS clearance.