

SENIOR MARKETING AND COMMUNICATIONS MANAGER

APPLICATION PACK



BA (Hons) Professional Dance
Josh Tomlin

**PERMANENT, 1.0 FTE: 40 hours per week with
some evening and weekend working.
Salary: £36,000-£41,000**

INTRODUCTION

Thank you for your interest in this opportunity.

This is an exciting time to join Dance City, as we celebrate our 40th anniversary and look to the future.

We're looking for someone who can help us to fulfil the vision, mission and charitable objects of Dance City by:

- ensuring robust financial data and systems
- supporting the wider Dance City team.

Our mission is to ensure the North East is the best place to dance and experience dance. You'll work in an organisation where you can see the difference you make every day.

If this sounds like you, we look forward to hearing from you.



Anand Bhatt
Artistic Director
& CEO

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

We offer over 70 public classes a week in all forms of dance, from ballet to street to Bollywood.

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.



SENIOR MARKETING AND COMMUNICATIONS MANAGER

JOB DESCRIPTION

CONTRACT:

Permanent

SALARY:

£36,000 - £41,000

PROBATIONARY PERIOD:

Six months

LOCATION:

Dance City, Temple Street, Newcastle
upon Tyne, NE1 4BR

NOTICE PERIOD:

1 week during probationary period, 3
calendar months on satisfactory
completion of probationary period

HOURS:

1.00 FTE: 40 hours per week, with some
evening and weekend working

OVERTIME:

Overtime is not paid. Time off in lieu
(TOIL) may be taken for any extra hours
worked, as authorised by your line
manager

ORGANISATIONAL RELATIONSHIPS:

Post holder reports to the CEO

ORGANISATION DIRECTIVES

- DBS required: No
- Budget Holder: Yes
- Line Manager: Yes, when required
- Duty Manager: Yes
- Fire Warden: Yes
- Safeguarding Officer: Yes
- First Aider: Yes
- On Call Rota: Yes
- Senior Leadership Team: Yes

Senior Marketing and Communications Manager Specific Duties and Responsibilities

Primary Duties:

- Inspiring, developing and leading on communications and marketing activities for the organisation with support from the CEO.
- Holding and cultivating the Dance City brand and institutional marketing as a leading dance organisation for the region and its place nationally and internationally.
- Working with senior management, Board and colleagues to lead and implement an Audience Development Strategy
- Championing, through marketing and communications, dance for communities across the North East as participants, learners, audience and artists.
- Acting as Dance City's brand champion, ensuring consistent implementation and messaging across the organisation
- Leading on the implementation of Dance City's brand strategy, growing our profile across the North East and beyond and amplifying our mission and impact
- Leading on PR, cultivating key relationships with local and national media to maximise profile and coverage, including issuing of press releases as required
- Working with the Senior Fundraising Manager to communicate a compelling case for support and implement a fundraising communications strategy
- Supporting internal communications as required ensuring staff, volunteers and trustees are informed about activities and impact.
- Using our selected audience booking system Spektrix, becoming expert in its usage to analyse and understand audience behaviours with a view to deepening engagement and increase participation
- Leading on the oversight and delivery of Dance City's feedback channels including audience surveying, online reviews and handling of complaints
- Organising effective distribution of print and publicity.
- Overseeing all proofing and editing of marketing and promotional activities.
- Leading sales meetings with programme teams to include membership
- Identifying new opportunities for advocacy and building audiences and profile for the organisation.
- Utilising social media and the website to inform, inspire and encourage people to get involved with Dance City.
- Ensuring listings and events are issued and carried by press.
- Maintaining relationships with key marketing suppliers in videography and photography to get the best value and quality materials suitable for marketing
- Leading an all team approach to marketing, equipping colleagues with skills to take photos and videos for Dance City, and offering guidance on how to use our social media channels and website to keep things updated.
- Cultivating beneficial partnerships with key advocates and tourist touchpoints e.g. NGI and NEI
- Keeping up to date with new developments and industry trends in marketing
- Supporting and advising on pricing for Dance City products (including classes, workshops and performances alongside merchandise)

General administration

- Managing the day to day operations and activity of the department/function
- Leading on complex scheduling using in-house software and MS Office 365
- Leading department/function meetings
- Representing the department/function at internal meetings
- Leading internal working groups
- Managing specific meetings/events for the department/function and delegating tasks as appropriate
- Identifying areas for improvement, revision or change within the department/function and raising with Executives
- Deputising for Executives at internal meetings including making decisions or agreements

Communication and customer service:

- Managing customer enquiries at the Ticket Office, face to face and via phone and email.
- Managing escalated customer enquiries from the Ticket Office, face to face and via phone and email, taking an organisational lead on any challenging issues.
- Ensuring high quality and accurate communications from the department/function
- Leading the strategy for department/function communications
- Leading on the copy-writing of department/function programme/activity information for external distribution
- Supporting Dance City marketing initiatives
- Developing and maintaining positive relationships with individuals and organisations, key funders, relationship managers, stakeholders, students/parents, etc.
- Identifying new potential partners, funders, networks, stakeholders and organisations.
- Regularly representing Dance City on steering groups, meetings and events
- Maintaining a high profile in Dance City's network.

Building and facilities management

- Setting high standards of building presentation
- Undertaking specific building duties
- Ensuring facilities tracker is used for building issues

Health and safety

- Ensuring Health and Safety compliance of the department/function
- Carrying out risk assessments
- Ensuring that staff have required training to safely undertake work
- Manage working patterns to ensure safe working

Financial

- Managing the department/function budget; monitoring and report as per Dance City finance structure
- Reporting on income/expenditure and responsible for ensuring accurate recording within the department/function
- Meeting with the Finance Director on a monthly basis
- Approving department/function spend: invoices, petty cash, prepaid cards
- Ensuring compliance of the department/function with financial processes; that work is undertaken to the appropriate standard and with appropriate checks in place
- Supporting Executives with finance review processes, funding application budgets and budget monitoring and evaluation
- Contributing to funding applications as required
- Supporting income generation strategy within the department/function and wider team as appropriate
- Implementing any approved income generation processes within the department/function
- Managing contracting and procurement for the department/function

HR

- Committing to the appraisal process and to their own personal and professional development
- Managing compliant recruitment processes for the department/function.
- Managing staff inductions e.g., orientation, initial training on Dance City software and databases
- Identifying training needs within the department/function and implementing activity
- Supporting personal development of the team with appraisals
- Supporting other Managers, Senior Managers and Executives with HR processes across the wider team as required
- Determining DBS requirements for the department/function, seeking advice from Executives
- Ensuring Safeguarding compliance within the department/function, seeking advice from Lead Safeguarding Officer
- Knowledge and commitment to Equality, Diversity and Inclusion and Anti-discrimination

Data and IT

- Ensuring that data is managed appropriately and securely
- Reviewing databases and systems to ensure GDPR compliance in the department/function
- Leading the creation of data collection surveys/forms
- Leading data review and analysis for presentation and evaluation
- Leading data collection for external evaluation, e.g., Arts Council England
- Undertaking high level evaluation and report writing for example, Arts Council NPO and funders

- Raising any data compliance issues or concerns immediately and in line with Dance City policy
- Adhering to strict confidentiality and not divulging to anyone personal and/or confidential information to which they may have access during the course of their work

Governance

- Acting as lead staff representative on relevant Committees
- Leading preparation of reports for Board and Committees meetings
- Leading on defining and ensuring quality assurance requirements are upheld
- Responsible for policy and procedure compliance within the department/function across all activity

Strategic Contribution and Management

- Leading the overall function
- Leading on the development of strategy and programmes
- Supporting review of Business Plan and future strategy
- Leading on longer term projects as required
- Line managing staff, when required.
- Managing, delegating, and tracking multiple pieces of work within a dynamic environment to meet deadlines and Dance City's objectives
- Deputising for other Managers, Senior Managers, and Executives

General Duties and Responsibilities: Communications Employees will actively participate in team meetings, formal and informal, use communications channels respectfully, be responsive to requests from other members of the team, and liaise with managers, trustees and stakeholders as appropriate.

Sustainability and Ethical Practice Dance City is committed to becoming carbon neutral and to ensuring the highest standards of ethical practice. Employees are required to demonstrate support for these principles.

Financial Management

Employees have a responsibility to be familiar with Dance City's Financial Policies and to adhere to them.

Health and Safety

Employees have a responsibility to be familiar with Dance City's Health and Safety Handbook and to adhere to all procedures contained within it.

Quality Assurance

Employees have a duty to contribute to continuous improvement in all aspects of the organisation.

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

- Qualification in marketing and communications
- At least five years' experience in a similar role; experience of the arts and culture sector would be desirable
- Proven track record developing and executing successful marketing strategies
- Proficiency in marketing automation software, social media platforms, and web analytics tools
- Knowledge of marketing channels, including print, PR, advertising.
- Knowledge of brand development
- Knowledge of audience development
- Knowledge of customer insights and feedback management
- Knowledge of fundraising and development strategies
- Some knowledge of the UK dance sector
- Lead, motivate and inspire people.
- Financial management skills and proven experience of working with budgets.
- Significant experience of managing suppliers
- Some knowledge of building operation and facilities management
- Knowledge of data protection principles
- Knowledge of safeguarding
- Report writing for stakeholders in including board of trustees
- Health and Safety awareness – First Aid and Fire Warden trained (or willingness to become so)
- Knowledge of Equality, Diversity & Inclusion
- Excellent computer literacy with software systems including Microsoft Office, Outlook.
- Willingness to learn house IT software packages
- Strong written and verbal communication skills
- A high level of practical and organisational skills
- An enthusiastic, team player with a positive attitude
- The ability to multi-task within agreed timelines in a constantly dynamic environment.
- Attention to detail
- A high degree of self-motivation and discipline
- Commitment to Continual Professional Development
- Ability to work in a changing and flexible organisation
- Ability to assess situations, act on own initiative and justify decision-making
- Ability to build rapport with people from all backgrounds, of all abilities, and of all ages
- Ability to think strategically, form partnerships and represent the organisation.
- A commitment to artists and the development of art for our communities.
- Working with multiple stakeholders and understanding the needs of complex cultural, social and economic agendas.

HOW TO APPLY

Please send a CV and cover letter to Anand Bhatt,
CEO and Artistic Director:
anand.bhatt@dancecity.co.uk, by **12 noon on 26th**
June 2025. In your cover letter please demonstrate
how you meet the person specification.

Interviews will be held at Dance City on 1st July.



Please note that any offers of employment are subject
to two satisfactory references, of which one must be
from a current or most recent employer. Evidence of
right to work in the UK is also required.

If you require this information in a different format, or
would rather submit a video or audio file, please let
Anand Bhatt, CEO and Artistic Director, know and we
can enable this to happen.

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.

Dance City,
Temple Street,
Newcastle upon Tyne
NE1 4BR

0191 2610505
dancecity.co.uk

 @dancecity
 @dance_city_newcastle

