

MARKETING, COMMUNICATIONS & INSIGHTS OFFICER APPLICATION PACK



BA (Hons) Professional Dance
Josh Tomlin

PERMANENT, 1 FTE: 40 hours per week, with some evening and weekend working.

Salary: £27,000-£31,000

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 with **at least one year of experience in a marketing or communications role**, who can help us to fulfil the vision, mission and charitable objects of Dance City by:

- supporting the delivery of high quality marketing and communications, ensuring Dance City customers are informed and engaged.
- supporting the wider Dance City team with data-driven insights.

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.



MARKETING, COMMUNICATIONS & INSIGHTS OFFICER

JOB DESCRIPTION

CONTRACT:

Permanent

SALARY:

£27,000-£31,000

PROBATIONARY PERIOD:

Six months

LOCATION:

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

NOTICE PERIOD:

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

HOURS:

1 FTE: 40 hours per week, with 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 Senior Marketing and Communications Manager

ORGANISATION DIRECTIVES

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

Primary Duties:

- Support the Senior Marketing and Communications Manager to develop and deliver effective marketing campaigns including performance, community, and education outputs.
- Develop Dance City's digital presence reaching a wide range of people and growing the reach of existing channels.
- Update and monitor Dance City's social media channels including Facebook, Instagram, YouTube, TikTok and LinkedIn
- Take photos and videos for content and archive as required
- Write copy, proof, and edit marketing and promotional materials as required.
- Liaise with suppliers including designers, printers, mailing house, distribution companies and photographers/videographers.
- Support the Senior Marketing and Communications Manager to develop, produce and disseminate high quality print and digital marketing materials.
- 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.
- 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.
- 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.
- Organise successful promotional events across the region as required including public showcase events.
- Supporting the Dance City team with the insight and evaluation needed to deliver strategic, evidence-based activities and programmes
- Leading on collating and analysing data from internal and external channels and using this insight to help improve how Dance City works.
- Leading on reviewing evaluation criteria and mechanisms, to support the organisation to achieve its KPIs and outcomes, and making recommendations for improvement.
- Leading on collecting and delivering information required by funders such as Arts Council England.

Secondary Duties

General administration

- Supporting with correspondence, photocopying, scanning and posting
- General filing and maintenance of SharePoint
- Managing diaries, supporting with travel, and supporting smooth running of internal meetings.
- Preparing agenda, presentation or papers and distribute according to required timescale
- Supporting with recording of meetings/events; checking for permissions including for any photography (in advance)
- Meeting external visitors, including undertaking tours of building
- Creating and scheduling programme of work/ timetable updates, team rota updates, etc, via ScheduleIt and Outlook,
- Resolving day-to-day timetables/rota issues, e.g., class teacher sickness/absence cover, class cancellations, updating the relevant Manager.
- Coordinate specific events, e.g., taster days/auditions/work experience days
- Updating administrative processes as required, being alert to any issues and suggesting improvements

Communication and customer service

- Managing customer enquiries at the Ticket Office, face to face and via phone and email.
- Managing supplier enquiries and contracts
- Communication directly with customers/students/artists and other on specific matters
- Supporting any customer/student/artist or other interaction that requires extra attention
- Contacting customers/students/artists or other with general information or updates internally and externally
- Making updates directly to the website and/or social network feeds
- Acting as Front of House manager for performance nights
- Acting as Front of House for The Seven Bridges

Building and facilities management

- Supporting very high standards of presentation and cleanliness throughout the building
- Undertaking specific building duties
- Ensuring facilities tracker is used for recording building issues

Health and safety

- Supporting good Health and Safety practice at Dance City
- Carrying out risk assessments
- Ensuring contractors are competent
- Maintaining equipment
- Managing maintenance schedules and stock rotation

Financial

- Taking payment for sales (tickets, classes, café, etc.)
- Cashing up at Ticket Office and The Seven Bridges
- Collating invoices ready for sign off by a Manager
- Keeping accurate expenditure and reconciliation records
- Updating and monitoring a budget
- Undertaking contracting and procurement
- Requesting and administering petty cash, collection receipts
- Using pre-paid cards to make purchases as authorised by the Manager

HR

- Committing to the appraisal process and to their own personal and professional development
- Supporting training activities
- Supporting with staff inductions i.e., orientation, initial training on Dance City software and databases
- Coordinating and supervising volunteers, ensuring they are registered and complete induction and any training needs
- Awareness and commitment to Equality, Diversity and Inclusion and Anti-discrimination

Data and IT

- Keeping customer/student/artist and other contact data up to date and in accordance with GDPR
- Creating and generating data reports from Spektrix and ScheduleIt
- Creating data collection surveys
- Supporting data review/analysis
- Supporting accurate organising of data into charts or other required format for presentations
- Maintaining accuracy and compliance of Spektrix
- 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

- Supporting preparation of reports for Board and Committees meetings
- Ensuring quality assurance requirements are upheld

Strategic Contribution and Management

- Participating in the development of strategy and programmes

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.

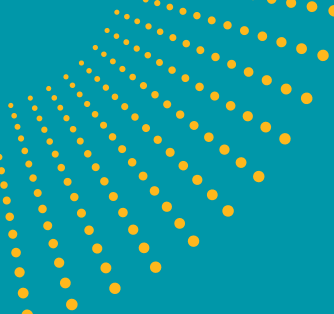
Health and Safety

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.



MARKETING, COMMUNICATIONS & INSIGHTS OFFICER

PERSON SPECIFICATION

Essential

- At least one year's experience in a marketing or communications role
- Thorough understanding of and interest in marketing/communications and digital channels.
- Experience of using email newsletter systems.
- Experience of creating engaging social media content.
- Experience in collecting sales/marketing data and insights.
- 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.

Desirable

- Previous arts sector experience.
- Marketing / PR qualification.
- Knowledge of how to make marketing and communications material accessible.
- Experience of working with artists. - change to working with multiple stakeholders such as artists, dance companies and funders.
- PR experience.
- Experience of using Ticket Office Systems.
- Experience of using content management systems.
- Experience of creating and implementing SEO, CRO and Adwords strategies.
- Able to create engaging content using simple design and editing software such as Canva and Capcut.
- Interest in dance as an artform .
- Experience of design and using design software.

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 Friday
19 September 2025**. In your cover letter please
demonstrate how you meet the person specification.

Interviews will be held at Dance City on Wednesday 1
October.

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.

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