

PHOENIX DANCE THEATRE

APPLICATION PACK MARKETING & COMMUNICATIONS MANAGER 2020



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

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PHOENIX DANCE THEATRE

Dear Applicant,

Thank you for showing interest in Phoenix Dance Theatre's Marketing & Communications Manager post. This application pack contains the details of the role and some contextual information about the company. To find out more, we recommend visiting the [Phoenix Dance Theatre website](#).

Phoenix Dance Theatre is an inclusive employer. We value difference and recruit by merit based on fair and open competition. We welcome candidates from all backgrounds and from all sectors. We are particularly committed to supporting applications from black and ethnic minority applicants. We will support any access requirements you may have during the recruitment process and ensure that reasonable adjustments are in place as required by the Single Equalities Act 2010.

The closing date for applications is 9am Monday 2nd March.

Interviews will take place in Leeds on Friday 6th March and Monday 9th March.

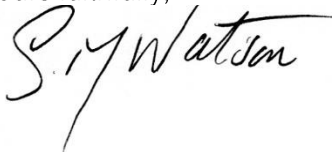
To apply, please complete our application form by [clicking here](#). You will be required to upload a cover letter that is no longer than two sides of A4 explaining why you would like to work for Phoenix Dance Theatre and what skills you will bring as the company prepares for its 40th birthday. Please refer to the job description in your application.

If you require any access support if selected for interview, please inform the PDT team via email: recruitment@phoenixdancetheatre.co.uk or telephone: 0113 2368 130. During recruitment, the selection panel will be shortlisting based on what qualities, skills and experience you may bring to the role. The attached job description is an overview of the type of work the successful candidate will undertake and is not an exhaustive list.

If you would like to arrange an informal conversation about this post with Phoenix Dance Theatre Executive Director, Mark Hollander, please contact Executive Assistant, Bev Taylor to make an appointment. You can contact Bev via email bev.taylor@phoenixdancetheatre.co.uk or telephone 0113 2368 130, please note, Bev only works Tuesdays and Thursdays.

We would appreciate it if you could complete our anonymous Equal Opportunities Monitoring form so that we can evaluate our recruitment practices. You can find the form by [clicking here](#).

Yours faithfully,



Sharon Watson
Artistic Director & CEO, Phoenix Dance Theatre

PHOENIX DANCE THEATRE

A BRIEF OVERVIEW OF PHOENIX DANCE THEATRE

Founded in 1981 by three black British men from Harehills, Leeds, Phoenix Dance Theatre is one of the UK's leading contemporary dance companies.

Over nearly four decades the company has grown to be internationally respected for their artistic programmes which encapsulate the diverse spirit of multicultural Britain. Each year the Company embarks on national tours presenting critically acclaimed dance productions to audiences throughout the UK and further – reaching up to 20,000 people and engaging with up to 6,500 people through the Company's extensive education provision.

Phoenix Dance Theatre is the longest-standing contemporary dance company outside London and one of few mid-scale contemporary dance companies to employ a permanent company of professional dancers. Under the Company's current and longest-standing Artistic Director, Sharon Watson, Phoenix Dance Theatre's aim is to create dynamic, diverse and relevant work that embodies the Company's rich Caribbean history and shines a light on cultural narratives which are often overlooked or untold.

Rooted in Nadine Senior OBE's principles of providing the highest quality, accessible dance provisions, the Company's Access & Education department is celebrated for inspiring and empowering people through the medium of contemporary dance. They are committed to providing opportunities for all through provisions which range from regular weekly classes as part of their Saturday School and Illuminate Dance programmes, prevocational training in the Youth Academies based in Leeds, Gateshead and York – to bespoke schools' packages working on Cross-Curricular or performance led projects.

Phoenix Dance Theatre's presence both on and off the stage continues to develop and establish diverse new audiences for contemporary dance.

Sharon Watson is the seventh and longest-standing Artistic Director of Phoenix Dance Theatre. Trained at the London School of Contemporary Dance, she was one of the first female Principal Dancers invited to join the all-male award-winning Phoenix Dance Theatre (formerly Phoenix Dance Company), touring with the Company from 1989 to 1997 where she choreographed *Never Still* and *Shaded Limits*. Having left Phoenix to pursue a number of other ventures including setting up her own company ABCD and lecturing at the Northern School of Contemporary Dance, Sharon returned in 2009 as the new Artistic Director. Since then Sharon has choreographed *Fast Lane*, *Melt*, *Never 2 Still*, *Repetition of Change*, *TearFall* and *Windrush: Movement of the People*.

She was Yorkshire Woman of the Year in 2016, awarded the 2018 First English Woman's Award for Arts and Culture, is in the Top 50 Power List of the Northern Power Women Awards, previous Chair of Leeds 2023, is the Black British Business Awards' Arts and Media Senior Leader of the year 2019 and in July 2019 was awarded an Honorary Doctorate by Leeds Beckett University for her contribution to the arts. Sharon is committed to improving diversity within the arts by supporting the creative voices of women and black and ethnic minority artists.

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OUR VISION

MISSION

To inspire and entertain through dance, and to develop new audiences for dance, whilst enriching and embodying the spirit of a multicultural Britain.

CORE VALUES

Phoenix seeks to deliver its mission through the pursuit of its core values of quality, diversity, inclusivity, access and communication, through all of its activities.

- **Quality**– in the individuals working with the company, in the work produced by the company, and in experiences for participants and audiences
- **Diversity**– in the composition of the company members, and in the kind of experiences and opportunities offered
- **Inclusivity**– in programming work that has broad appeal, and in particular in the range and scope of educational activities
- **Access**– in producing work that is accessible and open to audiences from diverse backgrounds, and in opening up educational experiences to as broad a range of people as possible with varying abilities
- **Communication**– in presenting work that is communicative and relevant to current audiences, and in the way we interact with audiences, venues and all partners

UPCOMING ACTIVITY

In 2018 Phoenix Dance Theatre embarked on a four-year programme that intended to rejuvenate audiences for dance, develop and better represent diverse artists and implement strategies to address the long-term fragility of the company's business model to develop a more resilient future.

You will be joining the team in the third year of this programme and we have already seen record breaking results. In 2018, we premiered *Windrush: Movement of the People* and toured this production to packed auditoriums across the country, achieving the highest touring statistic in ten years, in February 2019 we premiered *The Rite of Spring*, the Company's first ever collaboration with neighbours Opera North and broadcast *Windrush: Movement of the People* on BBC Four. 2020 sees the Company's artistic output increase further, with the world premiere of *Black Waters*, a collaboration with Indian dance company, Rhythmosaic which will tour the UK and India; our Access & Education department delivers the *Black Waters Heritage Project* in tandem with the mainstage production, we expand our touring remit into non-conventional performance settings, pursue our international touring ambitions further and build towards the Company's 40th birthday year.

JOB DESCRIPTION

MAIN PURPOSE OF THE ROLE

The Marketing & Communications Manager is responsible for devising, implementing and evaluating marketing and communications strategies across the full range of the company's work. You will report to the Executive Director and work in close collaboration with the Artistic Director to develop a strategy to market the Company and its Artistic Vision.

KEY RESPONSIBILITIES

STRATEGY, PLANNING & EVALUATION

- To develop and implement a strategy to communicate the breadth of Phoenix Dance Theatre's activities
- To work with the Artistic and Executive Director to market the company's annual touring programme to both venues and audiences
- To work with the Executive Director to set realistic audience development targets and to advise and liaise with venue marketers to maximise ticket sales
- To work with the Access & Education Department to provide marketing support for education activities and ensure the work of that department is effectively profiled
- To provide marketing support for fundraising activities
- To assist the Executive and Artistic Directors with the development and delivery of a strategy to advocate the work of Phoenix Dance Theatre to stakeholders, decision makers and funders
- Research, develop and produce the Company's Audience Development Plan and measure activity against this
- To research, devise, produce and coordinate all promotional assets from print and e-marketing through to photography and videography
- Manage the relationship with third party design agency ensuring that all materials are on brand and of the highest quality
- To develop and implement a digital communications strategy encompassing the Phoenix Dance Theatre website and other online presences including social media
- Develop collaborative marketing links with dance development agencies, arts, community and educational organisations, where appropriate

CAMPAIGN COORDINATION & MANAGEMENT

- To agree the annual budgets in consultation with the Executive Director and to control marketing expenditure, keeping accurate financial records
- Plan, conceive and create campaign artwork for original productions in consultation with the Artistic Director
- Maintain the Marketing database to ensure that the company is knowledgeable about venues (past and current) and include regular market research, box office sales, attendance and participation figures, press and publicity archive and electronic media, databases and mailing lists
- To collect data and analytics for stakeholder reporting
- To identify, recruit and manage occasional marketing volunteers and placements

PRESS & PR

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- Write and distribute press releases for all Company activity
- Develop effective relationships with key press and media, locally, regionally and nationally, devising strategies to profile the company and our programmes of work
- Host press events at world premieres
- Manage the press contacts database
- Collect and store press cuttings using press cuttings system

GENERAL RESPONSIBILITIES

- To act as data controller for Phoenix Dance Theatre
- To establish positive relationships with venue marketing teams, meeting in person if required
- To act as advocate representing Phoenix Dance Theatre at external events
- Attend monthly Heads of Department meetings and produce monthly reports
- Produce quarterly Board reports
- To work evenings and weekends as required

THIS JOB DESCRIPTION IS AN OVERVIEW OF THE TYPE OF WORK THE SUCCESSFUL CANDIDATE WILL UNDERTAKE AND IS NOT AN EXHUASTIVE LIST.

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PERSON SPECIFICATION

A marketing professional with at least three years' experience, two of which have been gained working specifically in an arts marketing capacity ideally with a touring company.

ESSENTIAL

- Experience in the production and use of a range of marketing and sales tools including print, direct marketing, advertising and displays
- Excellent copy writing and proof-reading skills with good attention to detail
- Budgeting and financial management experience
- Working knowledge of the development and implementation of marketing and audience development strategies in an arts context
- Experience of contracting and managing suppliers, including designers and printers
- Good contacts with local, regional and national media and the ability to develop and nurture good relationships in this area
- Experienced in the development and use of electronic media as a marketing tool, in particular, development and maintenance of web sites and e-mailings lists
- Sound management skills: people, resources and budgets
- Excellent organisational skills
- A sympathy for and understanding of the core values of the Company
- Excellent written and verbal communication skills including a high level of attention to detail and clarity of presentation
- Ability to work under pressure and to prioritise
- A proactive problem solver
- Computer literate
- Personal commitment to equal opportunities policies

DESIRABLE

- A working knowledge of graphic/web design packages (Photoshop, WordPress etc) and experience of producing and designing print
- A good knowledge of contemporary dance and needs of a touring dance company, national and international
- Providing marketing support for education and outreach projects
- Experience of analysing market research information
- Experience of planning and implementing public relations campaigns

TERMS & CONDITIONS

Salary: £23,500-£25,000 (per annum) dependent on experience

Contract: Permanent

Reporting to: Executive Director

Location: Head Office, Phoenix Dance Theatre, St Cecilia Street, Quarry Hill, Leeds, LS2 7PA. This role requires you to oversee campaigns for a number of tours and projects running simultaneously and will require you to work evenings and weekends as well as travel the UK and internationally.

Hours: 37.5 per week

Probation: Three months