

PHOENIX DANCE THEATRE

APPLICATION PACK MARKETING & COMMUNICATIONS MANAGER 2021



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

St Cecilia Street, Quarry Hill, Leeds, LS2 7PA

Tel + 44 (0) 113 236 8130 | info@phoenixdancetheatre.co.uk | phoenixdancetheatre.co.uk

Phoenix Dance Theatre is a registered charity and company limited by guarantee. Registered in England and Wales. Company reg. 1921513
Vat no. 206 0711 54 | Charity reg. 516672



PHOENIX DANCE THEATRE

Dear Applicant,

Thank you for your 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 Global Majority 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 10am on Monday 6th September

Interviews will take place in Leeds on the 16th and 17th September.

*If interviews are unable to happen in person due to restrictions in place for COVID-19, interviews will be held online via Zoom.

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 this autumn. Please refer to the job description in your application. Please use the person specification in this pack as a guide to respond to the application form.

If you require any access support if selected for interview or would prefer to receive any part of the application in an alternative format, please inform the PDT team via email: recruitment@phoenixdancetheatre.co.uk or telephone: 0113 2368 130.

If you would like to arrange an informal conversation about this post with Phoenix Dance Theatre Executive Director, Charis Charles, 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 Mondays and Thursdays.

We would appreciate it if you could complete our anonymous Equal Opportunities Monitoring form so that we can evaluate our recruitment practices. All details that you provide will remain confidential. You can find the form by clicking here.

Yours faithfully,

Dane Hurst
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. 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. The company is led by acclaimed and award-winning dancer and choreographer Dane Hurst who was appointed Artistic Director in February 2021.

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, York and Doncaster – 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. In late 2021, the Company looks forward to celebrating its 40th anniversary with a new programme of work. This milestone is a significant one for the company, as they reflect on four decades of performing and inspiring audiences across the UK and the world.

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 Dance Theatre 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



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- **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 fourth 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 saw the Company's artistic output increase further, with the world premiere of *Black Waters*, a collaboration with Indian dance company, Rhythmosaic. Unfortunately our tour was suspended due to the impact of the COVID-19 pandemic. Nonetheless, the company has been agile and able to respond to the restriction imposed by the pandemic. In Spring 2021, the company presented a digital programme – a selection of three short dance films choreographed by three emerging Black choreographers. Our access and education departments were able to deliver the final phase of the Black Waters Heritage Project digitally. The company also recruited a new Artistic Director, Dane Hurst, and CEO, Jennifer Coleman-Peers to complete the leadership team, following the recruitment of Charis Charles to Executive Director in Spring 2020.

2021 will see us celebrate our 40th birthday, which will be marked with an exciting birthday programme, 40 Years of Phoenix, bringing together a range of work from across the company's illustrious history, and will feature an eclectic selection of work by internationally acclaimed, award-winning choreographers, including former Artistic Directors and collaborators. The company will also be hosting a 40th Birthday Celebration Gala at Leeds Playhouse in December 2021

Following the successful collaboration in 2019, we will once again partner with Opera North on the Bernstein Double Bill (*West Side Story Symphonic Dances* and *Trouble in Tahiti*) which will premiere in October 2021 and will be Dane Hurst's choreographic debut for the company. Our commitment to developing digital audiences will continue as we embark upon a second iteration of our digital programme in late autumn 2021.

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

- **To have complete oversight of all marketing and communications activities for Phoenix Dance Theatre.**
- To develop and implement a strategy to communicate the breadth of Phoenix Dance Theatre's activities to audiences, venues and stakeholders
- To work with the Executive Director to set ambitious audience development targets and to advise and liaise with venue marketers to maximise ticket sales
- Research, develop and produce the Company's Audience Development Plan and measure activity against this
- Manage the relationship with third party design agency ensuring to produce marketing materials 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
- To research, devise, produce and coordinate all promotional assets from print and e-marketing through to photography and videography
- Work with the external website agency to facilitate changes and improvements to the website to ensure user experience is at its highest standard
- To agree the annual budgets in consultation with the Executive Director and to control marketing expenditure, keeping accurate financial records
- 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 both internal and stakeholder reporting
- To identify, recruit and manage occasional marketing volunteers and placements
- 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
- To act as data controller for Phoenix Dance Theatre
- To act as advocate representing Phoenix Dance Theatre at external events

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

ESSENTIAL

- Strong IT Skills
- A demonstrable understanding and passion for the arts
- Exceptional copywriting and proofreading skills
- Experience in multimedia marketing from print to digital
- Budget management
- Organised
- Team Player
- Ability to meet deadlines
- Creative thinker
- Strong attention to detail
- Experience of planning and implementing public relations campaigns

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

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.

As part of our commitment to flexible working, we may permit or require you to work from home (or from outside our buildings) on occasion.

Benefits:

Contributory staff pension
Employment Assistance Programme (free to use)

Hours: 37.5 per week

Probation: Three months