

SIOBHAN DAVIES DANCE

CONTENT & COMMUNICATIONS MANAGER

Siobhan Davies Dance has a unique opportunity for a communications professional to bring dynamic creativity to our team as a part-time Content & Communications Manager. We are an artist-led organisation that advances the most compelling dance and choreography being made today. We connect artists and audiences through investigative, collaborative and interdisciplinary artistic activity at our studios and beyond. The successful candidate will have the skills and experience to use innovative methods to help us tell our story and raise the profile of the artists we support as the organisation evolves into the future.

This is an exciting time for Siobhan Davies Dance artistically and organisationally. The artists we are involved with are forward thinking and it is our desire to make them more visible and to change the perception of experimental dance in the UK. We are proceeding with exciting projects like the CONTINUOUS Network in association with BALTIC Centre for Contemporary Art and nationwide gallery partners. This project enables one of our core purposes – to platform the work of experimental artists working in movement. These artists are making outstanding work and now need the visibility to make the impact they deserve. We are also seeking to reimagine the way we work by deepening and expanding the role of artists alongside Siobhan Davies in the artistic leadership of the organisation. The Content & Communications manager will bring expertise and enthusiasm to make the most of this exciting moment for our audiences, artists and stakeholders.

The ideal candidate will be a creative and perceptive individual, who can deploy the most current communications methods with a strong sense of curiosity and a passion for sharing our work. They will take a holistic approach to ensure we get the best out of all our outlets for creating and sharing content. Working with the leadership team and with the support of our Digital & Communications Assistant, the Content & Communications Manager will lead a reshaping of our communications approach, bringing new energy and clarity to our organisational voice. Our studios are an incubator for new ideas – our activities centre on supporting and showcasing new work by experimental artists, and we bring this same spirit of experimentation and investigation to all areas of our work including communications.

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How to apply:

In this pack we have included a job description and person specification to support your candidature, please complete the application form and use the supporting statement section to demonstrate how your skills and experience fit this role.

Please be aware that we will not accept applications by C.V. and covering letter, we will only accept completed application forms.

To apply for this vacancy, please send your completed application form to us in a clearly marked envelope with the reference '**CCM SEPT19**' to the address below or alternatively, you can send it by email to jobs@siobhandavies.com with **CCM SEPT19** and your name in the subject line.

The deadline for applications is 10am Monday 23rd Sept. 2019, we will not be able to accept late applications.

We will be conducting the interviews in the following week, **w/c 7th Oct. 2019** and these will be held at our Studios in south London.

If you would like to have an informal conversation with Damaris McDonald, Executive Director; please contact us by email to jobs@siobhandavies.com to arrange a call.

We are willing to consider flexible ways of working in order to attract the right candidate.

We look forward to receiving your application, and thank you again for your interest in our organisation.

Kind regards,



Damaris McDonald
EXECUTIVE DIRECTOR

Siobhan Davies Dance
85 St George's Road
London SE1 6ER

JOB DESCRIPTION FOR THE POST OF CONTENT & COMMUNICATIONS MANAGER

Part-time permanent post

3 or 4 days per week subject to negotiation

Objective: The Content & Communications Manager works with the team and artists to lead development, implementation and active review of Siobhan Davies Dance's communications and marketing strategy and to generate content for all digital media channels.

Reports to: Executive Director

Line Manages: CONTINUOUS Network Audience Development Officer, Digital Communications Assistant and interns as appropriate

Key Responsibilities:

1. Strategic

- Work closely with the Artistic Director and Programme Director, revamp and maintain a strong voice for the communication of Siobhan Davies Dance's work and profile.
- Work with artists and partners to generate content that communicates the organisation's vision to defined audiences through appropriate channels and platforms.
- Devise an innovative marketing and communications strategy for Siobhan Davies Dance, deploying up-to-date tactics to achieve effective communication with new and existing audiences.
- Work with the leadership team to create and implement strong audience development plans in line with the business plan and Arts Council England objectives.
- With the leadership team, keep the organisation's brand up to date and fit for purpose.
- Negotiate and manage any communications & marketing aspects of partnership agreements.
- Ensure the strategy is monitored and reviewed according to goals and that future strategies feed into the development of the organisation's business plan and are in line with resources available.
- Work with the Studio & Events Manager on strategies to assess and allocate funds for marketing activity in respect to studio hires.
- Line manage the Audience Development Officer for the CONTINUOUS Network project, providing guidance and advice.
- Line manage the Digital Communications Assistant, providing training and support.

2. Implementation

- Write intelligent, audience-appropriate copy in a variety of styles for all regular communications material including online and print copy for use on our own channels and those of our partners.
- Maximise the organisation's website and other digital channels for audience engagement and organisational profile.
- Work with the Programme Director and the editorial team of our magazine *Material*, assisting with content, production and dissemination where needed and leading the repurposing of content across our channels.
- Work with the programme team to ensure the digital archive is up to date.
- Oversee and work alongside the Digital Communications Assistant to ensure that the database is accurately maintained and developed.
- Manage the profile of the organisation in the press, including specialist dance press and working with our external PR contacts.
- Collect and report on financial information e.g. box office returns (actual and forecast) to the Directors as required.
- Manage the communications budget, spending with negotiated guidelines and seeking best value.
- Recruit, manage and monitor freelance staff and other providers used in furtherance of the marketing and communication objectives.

3. Evaluation

- Undertake a rolling programme of research to inform audience development initiatives.
- Use analytics tools to assess and report on the effectiveness of the marketing and communications strategy and individual campaigns.
- Ensure feedback from venue managers, presenters, funders etc is captured and considered to feed into the marketing and communications strategy, including use of Audience Finder.
- Keep abreast of new digital communication and marketing initiatives and consider possibilities of application by Siobhan Davies Dance.
- Review performance of hired freelance staff.

4. General

- Ensure that there is an effective flow of information throughout the organisation.
- Ensure that all organisation policies are followed and legal requirements met related to all actions/activities – notably Data Protection guidelines.
- Advocate for the organisation regionally, nationally and internationally whenever possible to build relationships and to enhance the organisation's profile and reputation.
- Attend performances, meetings, receptions and any events as required.

This job description is a guide to the nature of the work required of the Content & Communications Manager. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

PERSON SPECIFICATION FOR THE POST OF CONTENT & COMMUNICATIONS MANAGER

- Dynamic and imaginative approach to communicating the vision of an organisation
- Demonstrable management expertise in communications in the arts or creative industries
- Ability to maintain a strategic overview while having a firm grasp of detail
- Strong knowledge and experience of digital communications and strategy
- Enthusiasm for engaging with and growing diverse audiences through a variety of channels
- Proven track record in setting and meeting communications and marketing targets
- Strong leadership skills and ability to work flexibly within a team environment
- Ability to build relationships with internal and external contacts
- Experience of working with websites and managing content
- Experience generating and delivering content plans for a range of digital channels
- Experience of working with the press and an ability to develop and nurture press contacts, including managing an external press agent
- Excellent copywriting skills
- Strong budget management skills
- Experience of using database systems
- Immersion in contemporary culture including dance
- Understanding of the work of Siobhan Davies Dance
- Knowledge of Audience Finder system

TERMS OF EMPLOYMENT

Job Title:	Content & Communications Manager
Salary:	£30,000 – £34,000 pa pro-rata of part-time depending on experience
Hours:	21 hours per week minimum - excluding a daily one-hour lunch break
Start Date:	October 2019
Contract type:	Permanent
Overtime:	No overtime payments: Siobhan Davies Dance operates a Time Off in Lieu System to be taken within two weeks of accrual
Holidays:	24 days per year pro rata plus statutory bank holidays.
Probation period:	6 months
Notice period:	3 months
Workplace Pension Scheme:	In accordance with auto-enrolment, SDD contributes pension through NEST for all eligible employees. Initial contributions will be at statutory levels, following a 3 month period this rises to a 6% employer pension contribution; from April 2019 an employee contribution of 1.6% will also be required.

Staff Benefits

- Complimentary tickets for performances, exhibitions and talks at SDD (subject - to availability and staff ticket policy)
- Flexible working
- Cycle to Work Scheme
- Generous pension scheme
- Siobhan Davies Studios usually close over the Christmas period, which is offered in addition to holiday entitlement
- Length of service entitlement starts after two years working
- Opportunity to attend any SDD or Independent Dance classes free of charge (subject to availability)

EQUAL OPPORTUNITIES

To help us monitor our equal opportunities policy, we would be grateful if you could complete the equal opportunities monitoring portion of the application form. When your application is received, this form is removed and is not used during the short-listing process. The information submitted is kept in the strictest confidence, following data protection requirements, and will only be used to monitor and analyse the progress of the organisation's equal opportunity policy.

Equal Opportunities Policy

Siobhan Davies Dance is an employer, a provider of services, a member of numerous communities and a purchaser of goods and services. Within this context, the organisation does not make any assumptions about the physical, social or cultural background, or other protected characteristics of its audiences, service users, actual or potential employees, collaborating artists, partners or service/goods providers. We recognise protected characteristics as being:

race, ethnicity, gender or gender reassignment, marital status, parenthood, age, class or socio-economic status, sexual orientation, disability, religion or belief

With due regard to the Equality Act 2010, Siobhan Davies Dance is committed to:

- the elimination of unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act by ensuring that that no potential or actual employee, recipient of the organisation's services or participant in the organisation's activity, receives less favourable treatment on the grounds of any protected characteristic, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.
- advancement of equality of opportunity between people who share a protected characteristic and those who do not by ensuring the widest possible access to the organisation's artistic work, as well as its facilities and services and within its workforce, ensuring that selection criteria and procedures for recruiting new employees or participants in the organisation's activity be such that individuals are selected and treated on the basis of their relative merits and abilities.

Siobhan Davies Dance has made a commitment that all disabled applicants who meet the minimum criteria for this job will be invited to interview.

Please indicate if you have any access needs for interview, or please call Sophie Cleak, Administrator to discuss these on 020 7091 9650 or email jobs@siobhandavies.com.

DATA PROTECTION

The information you give in your application will be used to create a shortlist for interviews. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process.

Your application will be kept on file for a maximum of six months and then destroyed in a confidential manner. Any applications received after the closing date will be discarded immediately.

Should any job opportunities arise in the future for which we think you may be suitable, we may send you application details about the vacancy. In addition, we may contact you in the future for feedback on our recruitment procedures.