



Universal Hall, The Park, Findhorn, Moray, Scotland, IV36 3TZ
+44 (0) 1309 691661 | info@dancenorth.scot | www.dancenorth.scot

COMMUNICATIONS OFFICER (MATERNITY COVER) - JOB DESCRIPTION

Background information:

Dance North is at the vanguard of contemporary dance. We're on a mission to promote and produce bold and imaginative events that offer people from across the globe to just down the road new opportunities to experience dance. Our reputation is built upon a potent combination of risk taking, quality and a commitment to challenging expectations. Whether we're introducing rural audiences to trailblazing contemporary dance, supporting experimental dance practices, or initiating local community dance activities, we see ourselves as leaders in our field.

Our programme includes:

Rise Dance Festival
Dance performances and events
Community dance classes
Screendance workshops
Professional training
Commissioning and residences
International artists and cultural exchanges
Management services
Sector & network development

Purpose of the Role:

Working closely with the Dance North team the post-holder will be responsible for written communications across all of Dance North's activities. The post will ensure that Dance North's strategic messages are effectively conveyed to, and understood by, our stakeholders across all communication platforms. The post will also be responsible for coordinating and administering fundraising, with a focus upon grant-giving bodies and, where necessary, working with freelance grant writers.

Responsibilities:

Creating and implementing project-specific and cross-organisational marketing and promotional plans.

- Managing and developing engaging, creative and innovative content across all digital media channels.
- Auditing and analysing social media activity and campaigns.
- Managing contact databases and creating email newsletters.
- Co-ordinating online events listings.

- Writing copy for print and press releases.
- Liaising with designers, printers and distributors.
- Liaising with artists on all matters relating to marketing (e.g. gathering copy and images).
- Collating and analysing audience and attendance data for monitoring and evaluation purposes to inform future marketing plans.

Ensuring all documents distributed outside of the organisation are of high quality both in terms of content and design.

- Producing final drafts of organisational documents, such as Business Plans and reports.

Coordinating and administering fundraising, with a focus upon grant-giving bodies.

- Managing fundraising timelines, writing grant applications and reports.
- Where necessary, gathering information for freelance grant writers and working with them to submit applications.

Other duties

- Dealing with enquiries and administering bookings.
- Managing internal communication procedures, such as document storage and IT systems.
- Supporting the Projects Manager with the coordination/administering of projects and events.
- Liaising with stakeholders, such as Creative Scotland.

This job description should not be considered an exhaustive list of duties, and other duties not included above may arise, which the post holder will be expected to fulfil. These additional duties will be determined by circumstances and be as and when required.

Personal Specification:

Essential:

- Imaginative and forward thinking.
- A minimum of a degree level qualification in communications or marketing, or an equivalent qualification or experience.
- Strong written skills - the ability to write content and copy, as well as letters, papers, reports and grants.
- A flare for digital communications.
- Good organisational skills - the ability to manage time effectively, prioritise workload and be flexible and self-motivated.
- Excellent IT skills - familiarity with Microsoft Word, Excel and WordPress, as well as social media platforms.

Desirable:

- Experience of working in a rural situation.
- Photoshop or In-design skills.
- Advertising and brand marketing experience.
- Knowledge of the Scottish and UK contemporary dance sector.
- Interest in developing a career in the arts.
- Interest in Dance North's artistic programme.

Terms and Conditions:

Please note that the written contract of employment will include the following terms:

The post is offered on a fixed term maternity cover for one year starting on Monday 11 March 2019. A probationary period of three months will apply, during which time either party may give one month's notice of their wish to terminate the contract, and three months thereafter (except in cases of misconduct). This fixed term contract may be shortened or lengthened if the maternity cover is changed, and in this instance, we would give eight weeks' notice.

The post of Communications Officer is offered at £22k to £26K pro rata (dependant upon experience). The working week will be 30 hours. The post holder must ensure flexibility in their availability to meet the needs of the post (e.g. evening and weekend work), and the post will be based at Dance North's office in Findhorn, Moray.

All staff are obliged to act in accordance with the organisation's policies and procedures, including an Equalities, Diversity and Inclusion Policy, Health and Safety Policy, Policy for the Protection of Vulnerable Groups, and Environmental Policy.

How to apply:

Please send the below to info@dancenorth.scot or Dance North, Universal Hall, The Park, Findhorn, Moray, IV36 3TZ by 6pm on Monday 21 January 2019. Interviews will be held on Monday 4 February 2019.

- Your CV
- A covering letter, detailing why you think you're the person for the job
- An example of your writing, for example a press release, review or report

If you have any questions about the position, please contact Diane Smith on 01309 691661 or email diane@dancenorth.scot