

ImpactDance |

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MARKETING MANAGER - JOB DESCRIPTION

Purpose of the Role:

The role will manage the day-to-day marketing and communications activity of Impact Dance and aim to raise the profile of the company locally and nationally. You will ensure the communications channels are on brand, up to date and reflective of the values of the company. You will work with our Communications Coordinator to deliver marketing campaigns to help us to meet engagement targets, support income generation for the studio and promote inclusivity of access for young people to the academy.

Responsible to: Artistic Director/CEO

Responsible for: Communications Coordinator,

Working with: Business and Development Director, Head of Engagement, Producer, General Manager and Academy Coordinator

Key Responsibilities

Management

- Managing all the marketing and communications for the company to support delivery of the company's objectives.
- Creating, implementing and analysing campaigns to increase engagement, reach and impact
- Creating, executing and monitoring marketing campaign budgets
- Working with the wider team to identify innovative growth strategies
- Monitoring and reporting on effectiveness of marketing communications.
- Building and maintaining the brand's presence across multiple social media channels

Delivery

- Writing on-brand copy for print, website, social media, events, branding and press releases
- Support the briefing and delivery of marketing assets created by the Communications Coordinator
- Deliver impactdance.co.uk website refresh and Search Engine Optimisation (SEO)
- Refresh and segment mailing lists for targeted communications in line with Data Protection Policy
- Liaise with designers, printers and other partners to deliver physical assets

Brand

- Raise the profile of our work and brand – increasing followers, and gaining national press and awards
- Maintain and evolve the brand identity across all communication channels in line with company aspirations
- Refresh physical assets (signage, promo materials for events, venue appearance) as required
- Apply a sales driven approach to the evolution of our branded merchandise

Line Management

- Line manage the Communications Coordinator, providing support and guidance to support the effective delivery of the Marketing and Communications work plan.

General

- To attend and contribute to scheduled company meetings and team planning days
- Support the values and culture of the organisation
- Promote and advocate for the company and its work where appropriate
- Attend and support company events, sharings, performances and platforms
- To adhere to agreed company policy, practice and procedures including Health and Safety, Equality, Environmental and Safeguarding Policies.
- Ensure compliance with the Data Protection Act.
- To contribute to team appraisals and project evaluation as appropriate.
- Any other duties that may reasonably be expected in order to support the delivery of the company's aims and objectives.

PERSON SPECIFICATION

The successful candidate will demonstrate the following skills, experience and personal qualities:

Essential Skills, Knowledge & Experience

- Experience of creating, implementing and analysing marketing campaigns
- Excellent communication and interpersonal skills - confident and articulate
- Computer literate with a good working knowledge of Microsoft Teams and Office 365
- A creative approach to marketing to maximise impact from micro budgets
- Knowledge and experience of SEO and website content management systems
- A passion or interest in youth dance/Hip-Hop Dance
- Knowledge about legislative compliance for Data Protection (GDPR).
- Ability to represent the organisation to a broad range of stakeholders
- Experience and understanding of social media platforms

Attributes

- Enthusiasm and a creative solution focused approach
- A flexible all-rounder – someone who can plan, deliver and evaluate
- A strong team player working effectively with colleagues and external stakeholders.
- Pro-active and intuitive learner, able to quickly absorb information in a fast-paced, changeable environment.
- An active commitment to equality of access and opportunity and generating a diverse and inclusive creative sector.
- A commitment to our values

Desirable Skills, Knowledge and Experience

- Understanding of the subsidised arts sector
- Understanding of London arts and culture scene and Impact Dance's role within it
- Track-record of successfully line managing and developing marketing staff
- Experience of working with Arts Council England for advocacy
- Knowledge of current marketing best practice and developments in new technology

Terms & Conditions Salary

- Fixed term January 2024 – 31 March 2026
- Part time 0.6 position 22.5 hours per week
- Flexible working available but with a minimum of two days in the office required – Tuesdays essential.
- Infrequent evenings (on days to be negotiated - no later than 8pm) and some Saturdays for events will be required for which TOIL will be granted.
- Salary Range £35,000 - £40,000 pro-rata per annum, offered depending on experience.
- Office: Impact Dance, 235 Shaftesbury Avenue, London WC2H 8EP
- All Impact Dance employed staff are required to be cleared by DBS