



BDN Marketing and Communications Lead

Part-time position - 1 day a week

£4,680 pro rata (full-time equivalent is £23,500). This is a PAYE post, which includes holiday/sick pay and pension contributions.

Contract initially runs for 11 weeks with the expectation that it can continue throughout the year, funding dependent.

Deadline to apply: 11am 24 January 2022

Birmingham Dance Network is looking for a new Marketing and Communications Lead to join the team!

About Birmingham Dance Network

BDN is an artist-led organisation that seeks to support fellow dance artists from around the West Midlands. We believe that community is everything, and working together can make us all stronger and more creative and it gives us the opportunity to be inspired by each other's successes.

Since 2013 we have been supporting artists by creating space for performance, learning, networking and playing. We host live performance events for new work from West Midlands artists, monthly socials to bring people together, training and professional development workshops and classes, and choreographic labs that give artists time and facilities to play with new ideas.

About the role

The marketing and communications role is key to keeping the network connected, informed and active. We're seeking someone who can help us take our marketing to the next level, push our social media presence and be in tune with the needs of our community. Is that person you? It is not essential that you have experience working in this role with another organisation. It may be that your enthusiasm, passion and commitment are what make you right for the role.

As part of this role your key responsibilities will be to:

- Distribute information and news through BDN's social media
- Regularly update the BDN website with events and news
- Design and distribute Mailchimp newsletters to subscribers
- Create engaging content for our network around BDN events and projects
- Receive and respond to emails regarding opportunities and news for dance artists
- Attend in person and virtual meetings with the BDN and Brum Pro Class team
- Contribute to the marketing and promotion of Brum Pro Class
- Assist when needed on key projects
- Keep a record of and manage your own time/hours
- Be a proactive and enthusiastic member of the BDN core team

We'd expect the successful candidate to have the following characteristics:

Essential:

- You enjoy using social media and engaging with other posts and people
- You already have a good understanding of multiple social media platforms
- You have great time management
- You are able to follow and respond proactively to direction
- You are able to work as a team, take the initiative and see what needs to be done
- You are adaptable and a quick learner
- You have good written communication with the ability to take on the BDN style
- You have knowledge of the professional dance sector in Birmingham

Desirable:

- You have experience of entering/editing content on Wordpress websites
- You are familiar with Mailchimp
- You are familiar with Adobe Illustrator and Photoshop
- You are connected into various dance communities and styles within Birmingham and the West Midlands
- You are able to work with/edit film for social media and promotion

This is a part-time PAYE role for one day a week. The BDN team all work flexibly and we will be able to discuss flexible working arrangements that suit your needs.

How to apply

If you are interested, please send:

- A **short cover letter** (no more than 300 words) explaining why you would be good for the role, and how you meet the relevant criteria. This could also be in the form of a sound recording or video recording (no more than three minutes long)
- Your **CV** outlining relevant work, along with two references
- A completed **monitoring form**

Please send your application to: megan@birminghamdancenetwork.co.uk with 'Marketing and Communications Lead' as the subject title.

If you want to speak to BDN about the role or about how we can make the role/application process more accessible then please email us at the address above.

Deadline for applications: 11am Monday 24 January

Shortlisted applicants will be informed by 27 January and invited to interview in the week of 31 January. We would like you to begin the role in the week of 14 February.

BIRMINGHAM DANCE NETWORK

JAN 2022