



## **Community marketing and communications officer (Part Time)**

16 hours a week

£7488.00pa

### **Reports to**

Admin and finance manager

### **Indepen-dance**

Indepen-dance is Scotland's award winning inclusive dance company, spanning twenty two years of access for disabled people and their carers, to enjoy express and fulfil their potential through dance. Our company has over 22 years of experience and provides a service that is used by over 2,000 individuals every year. Indepen-dance creates opportunities for people with diverse abilities to enjoy, express and fulfil their potential through dance - this includes disabled people, their carers, those who participate in dance recreationally and the wider professional dance community.

### **A day in the life of our Community Marketing And Communications Officer**

*Objective: To connect, celebrate and share*

Our communications and marketing should make sure our members and audiences are better connected, have a greater share in our creativity and culture, and become advocates for the charity building a life long love and sense of belonging that many of our members already have. We want Indepen-dance to be a respected and trusted brand known for innovation in inclusive dance by creating word of mouth excitement and sharing our best creative work with local and national people.

### **Main tasks**

- Regular communications with our members, various interest groups, mailing lists, and followers.

- Writing well researched and inclusive copy and blogs/news posts in consultation with senior staff and our team of experienced and knowledgeable dance workers.
- Coordinating our content calendar of newsletters, photographs, website updates, short clips and reports.
- Work alongside freelance project workers on project marketing
- Continued reflection and development of our marketing strategies using data and opportunities presented.
- Ensuring design and print are distributed effectively.
- Building our organisational resources of media contacts, marketing forms and templates, guides, sales tools etc.
- Assist with, and anticipate quick fire requests from senior staff members of staff in connection with our portfolio of project work.
- Responsive and pro-active communication with partners – a sense of personal responsibility within the community.
- Developing, implementing and ensuring accessible information is the standard throughout the organisation.
- Updating the website using Wordpress CMS.

### Person Specification

Essential criteria	Desirable Criteria
Excellent communication skills both verbal and written	Educated to degree level or equivalent
Good organisational and planning skills	Involvement in the dance sector
Open friendly and welcoming disposition	Interest/knowledge of contemporary dance
A track record in marketing and communication in an arts/dance and social environment	Experience of active involvement in volunteering or charitable activity
Able to communicate well with individuals and groups	Able to speak another European language
Skills in technology, scheduling and databases	
Understanding of equal opportunities	
Commitment to diversity and inclusion	
Able to prioritise and manage own time	