



**Communications Manager (Maternity Cover)  
Job Information Pack**

Stopgap Dance Company creates inclusive productions with disabled and non-disabled dancers for national and international touring. The company receives core NPO funding from Arts Council England to devise and tour original dance productions and through its trainee programme, Sg2, nurtures the next generation of disabled dancers in the UK.

Stopgap Dance Company places great importance and emphasis on having a diverse team, so the company is particularly keen to receive applications from people who consider themselves to have protected characteristics or in disadvantaged circumstances. Those from Black and South Asian backgrounds are not represented in our management team, so we particularly encourage applications from people in these groups.

The company has a track record of nurturing talent across the organisation and welcomes applicants who may not have all the necessary experience for this role but can demonstrate enthusiasm and the ability to learn.

**Closing date: 20 November at 5pm**

**Interviews will take place over Zoom in week commencing 23 November**

**Salary:** £24,000 - £28,000 (depending on experience)

**Hours:** 37.5 hours a week, flexible working. Evening and weekend work may be required. Stopgap Dance Company operates a time off in lieu (TOIL) system. We are open to candidates proposing to take up this role on a part-time and/or job sharing basis and encourage them to state this in their application. We hope the flexibility will encourage those with caring responsibilities, health needs or freelance/contractual workers whose work patterns have become irregular or reduced.

**Responsible to:**

Executive Producer

**Contract:** This is a fixed term contract to cover a period of maternity leave expected to last until July 2021.

**Start date:** As soon as possible

**Location:** Stopgap are based at the Farnham Maltings, Surrey, but this role will mostly be delivered remotely from the postholder's own home. As the contract goes on more face to face work may be required.

**Application:** We accept alternative forms of application. The most important document is a covering letter or video/audio recordings outlining why you would be suitable for the post.

It would be helpful to receive a CV also. Please send your application to Sho Shibata on [admin@stopgapdance.com](mailto:admin@stopgapdance.com).

**Equal Opportunities:** Stopgap Dance Company is a keen advocate of Equal Opportunities in all aspects of our work. In order to analyse how well the company is reaching out to candidates with a wide range of backgrounds, it would be hugely useful if you could fill out an equal opportunities form [here](#).

For more information about Stopgap Dance Company, please visit: <http://stopgapdance.com/about>

### **Purpose:**

Working as a member of the management team, the Communications Manager is responsible for developing, implementing and managing digital campaigns to promote Stopgap's wealth of work and elevate the profile of the company. The postholder will also be supported by the Content Officer to generate content, design and narrative.

Due to the ongoing uncertainty posed by Covid-19 pandemic, the schedule and the nature of deliverable projects are constantly changing. We are therefore keeping the listed responsibilities further below relatively loose. However, main projects during the maternity cover programme is scheduled to include:

- Home Practice – a self-guided programme of online workshops with inclusivity at its heart. The programme has been designed for people to access in their own homes in their own time. The Communications Manager will work alongside the Home Practice team to promote the programme
- Dance on film – re-releasing of existing dance on film works by the company or other inclusive/disabled dance artists/companies
- Youth dance and community outreach programmes and teacher training projects (all initially delivered online until Jan 2021 at the earliest)
- Website redevelopment (due to begin in Nov 2020)

If the condition allows, our outdoor touring production Frock may start touring in early summer 2021.

### **Key Responsibilities:**

#### **Strategic**

- Work closely with the Artistic Director and Executive Producer to lead on the implementation, delivery and evaluation of Stopgap's audience development, communications, marketing and digital strategies
- Lead on developing Stopgap's brand and content ensuring they are consistent across all of the company's communication platforms

#### **Delivery**

- Lead on all digital campaigns and delegate where appropriate

- Take responsibility over upkeep of information on the company website
- Take responsibility over upkeep of Stopgap's digital image and video library
- Monitor digital statistics and provide quarterly report for the Board of Trustees and ensure that Stopgap meets its KPI as outlined in its Digital Strategy
- Support with writing of copy material and proofreading
- Keep the company informed on communications campaigns and train and support the dance and teaching teams to share content on digital stories as and when required
- Support the company in building its profile

### **Person Specification:**

#### **Essential**

- Highly motivated, creative individual who are habitually coming up with fresh and innovative ideas about communicating with people
- Ability to seize expected and unexpected opportunities to reach a wide audience and raise profile/awareness
- Approximately 3 years of experience working in a Marketing or communications position
- Experience of digital marketing platforms including website management; social media platforms and SEO
- Ability to make decisions and manage multiple priorities and deadlines
- Ability to plan and deliver effective marketing campaigns
- Ability to prioritise workload/good time management
- A deep understanding of working in partnership
- High level of attention to detail
- Punctuality
- Commitment to equal opportunities

#### **Desirable:**

- Knowledge of the disability arts scene in the UK
- Knowledge of online accessibility and inclusive language

#### **Essential Soft skills essential for all members of the team:**

- Embrace and nurture the company's shared values of honesty, integrity, pursuit of excellence, mutual respect, co-operation and generosity towards each other. *(These underpin every aspect and decision made within the company and create an open, supportive culture where creativity and each person thrives)*
- Be inspired by and passionate about the work of the company
- Be determined in the pursuit of excellence continually working to improve the current situation and seeking opportunities and practical solutions to do this
- Be hungry/motivated by learning new skills without sacrificing attention to detail
- Contribute to the company climate of achieving, being mutually supportive and ambitious for the company as an entity, and for each individual within the team
- Work towards ensuring that all company members are empowered (including yourself) and contribute by being a strong positive role model
- Nurture partnerships and be flexible and responsive to partners' needs, as long as staying true to the company ethos, ensuring internal and external contact with any aspect of the company is a liberating and empowering experience

