About Candoco:

Candoco is the world's foremost inclusive dance company, bringing disabled and non-disabled people together. Candoco has been expanding perceptions of who can dance and what dance can be, since 1991.

The Role:





To develop and implement the company's communication strategy including public relations & marketing, digital media and content production, in support of the overall vision of the company.

To manage and deliver everyday communications, produce digital content, oversee our website and all social media activities.

Manage relationships with venues, press agency, web developers, print designers, and printers.

To work closely with the Executive Producer, Artistic Director and Producers.

Roles and responsibilities:



General Marketing and Communication

- To maintain and develop our brand and lead on developing our brand guidelines.

- To ensure the effective promotion of the company's work to audiences, venues and promoters throughout the UK and internationally.

- To maintain and update UK and international marketing information and press packs, including Candoco's press archive and website content.



- To work with the Artistic Director and Executive Producer to develop strategic partnerships to support organisational growth and enhance Candoco’s profile.

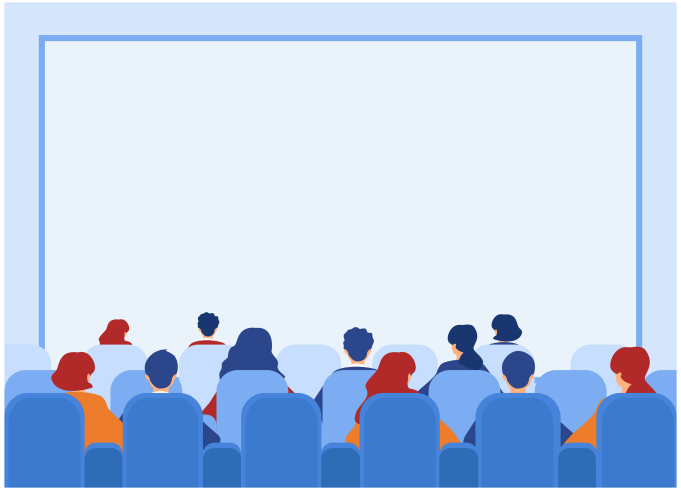
- To promote our classes and manage the booking system, alongside our Assistant Producer.

- To promote Candoco’s work within Peckham, ensuring our local community is kept up to date on how they can get involved with our work.

- To send regular email newsletters to our mailing list.

- To make sure the marketing budget is managed effectively.

Audience Development



- To lead on Candoco’s Audience Development strategy.

- To identify Candoco’s key audience and stakeholders and ensure that all marketing and communication is building awareness of Candoco’s work.



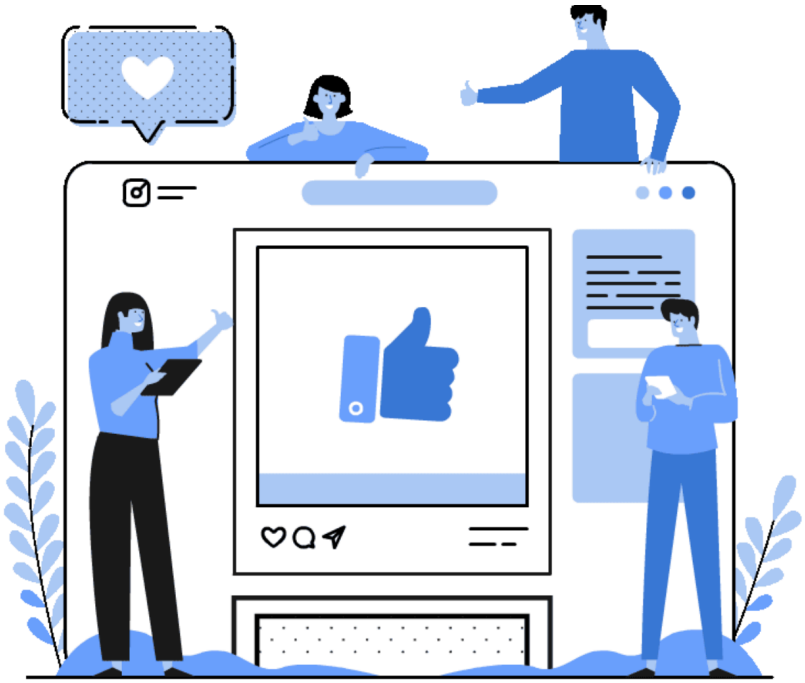
- To capture data and submit reports to Arts Council England and key stakeholders.

- To manage audience research and surveys.



Press

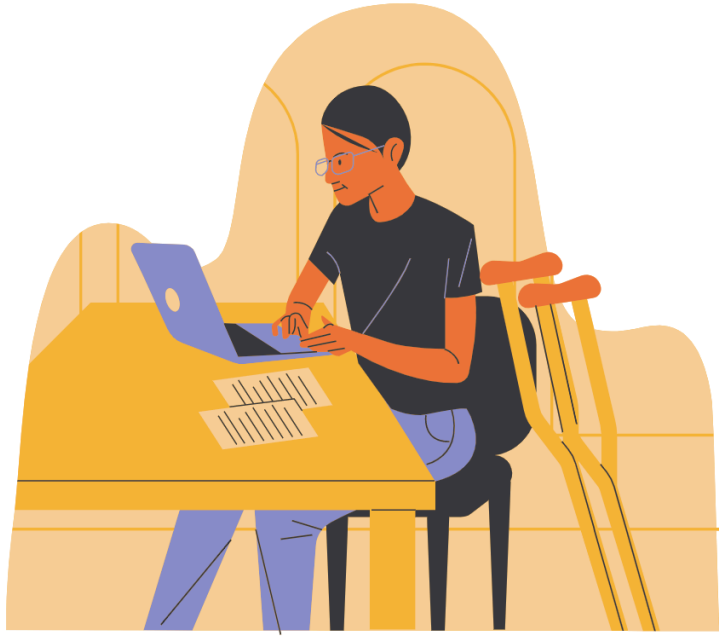
- To identify and facilitate opportunities to promote Candoco's work in the media and press.
- Write, proofread and distribute press releases.
- Maintain and develop contacts with both national and local journalists and media.
- Arrange interviews, photo opportunities and other publicity events.
- Work with executive team to identify reputational risks and mitigate them.



Digital and Content

- To lead on a digital content and creation strategy across digital, broadcast and other streaming platforms.
- To oversee the regular update and management of the Candoco website.
- To oversee all digital and social media activity, ensuring it is in line with the communications strategy.
- To devise and deliver accessible digital content for the promotion of Candoco.
- To keep up to date with new accessible technologies.

What skills and knowledge do I need?



- Experienced (4-5 years) communication / marketing manager with specific experience in digital content production and social media.
- Experience of developing and delivering high quality communication campaigns including accessible digital content production and editorial responsibilities.
- Experience of developing relationships with a variety of partners to plan and deliver marketing campaigns.
- Experience of digital marketing activity and social media networking including latest trends, developments and reporting.
- Experience in marketing and communication strategy planning including print production, digital and press strategies for the overall organisation.
- Experience of digital marketing tools and software.

What are the benefits to working with Candoco?



Annual salary

£30,000 - £34,000 per annum based on experience.

Pension

Candoco makes a 5% employer's contribution into a Qualifying Pension Workplace Scheme and Employees make a balancing payment of up to 3% (at present).

Employees are able to opt out of this additional payment, or to increase their personal contributions, if they want to.



Working locations

The post holder will work primarily from the company base at Mountview, Peckham Hill Street, London, SE15 5JT, with some remote working negotiable.



Annual leave

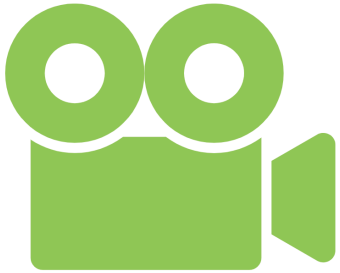
25 days plus public holidays (over a 12-month period).

Flexible Working

Many of our staff work flexibly in many different ways, including part-time. For this role we are open to the possibility of a job-share. You do not have to apply with another person for this, just let us know that you are open to this. We will match you with another candidate should you both be successful at interview.

How do I apply?





- Please complete the google form here: https://forms.gle/VCSGWarmCEATrbN8A

  OR

- Send in a Voice memo or Video no longer than 5 minutes.

On submitting your application, please also confirm completion of our Equal Opportunities monitoring form here: https://forms.gle/ntdW5UK56G6qx4uNA

Alternative formats including large text and BSL are available on our website.



The deadline for applications is **Midnight, Monday 13 March 2023**. We will inform successful applicants by the end of **Monday 20 March 2023** and hold interviews from **27 March 2023.**

If you have any questions about the role, please contact the office on 0207 704 6845 or email jobs@candoco.co.uk.

Thank you for your interest in joining Candoco!