

ROSIE KAY DANCE COMPANY

Rosie Kay Dance Company seeks a **Communications Manager**

Exceptional individual sought to plan and deliver marketing and media campaigns for busy high-profile dance company with a growing international reputation. We'd like to meet a confident all-round marketer and publicist who is passionate about connecting audiences with relevant, important, political and meaningful dance that responds to contemporary society. You will be a motivated self-starter with a drive to work at the highest standards but happy to engage in the important nitty gritty of building audiences for touring work. We can offer a flexible working environment and relaxed management style as part of an ambitious and energetic team. If this sounds like fun then please get in touch.

- Part time (0.4 FTE), average of two days per week
- Permanent contract on an employed or self-employed basis
- £27,180 pro rata (£906 gross per month)
- Travel expenses covered
- Home based from anywhere in the UK

Application deadline: Sun 9 June 2019

About Rosie Kay Dance Company

Rosie Kay Dance Company creates brave new dance in Birmingham that tours to audiences at home and abroad. We thrill and move a diverse public with relevant, important, political and meaningful dance responding to contemporary society. We engage participants from the hardest to reach parts of society and treat them as future professionals. We believe that watching or participating in dance has the power to transform hearts and minds. RKDC is an Arts Council England National Portfolio Organisation, Associate Company of Birmingham Hippodrome and an ITC/Equity Ethical Manager.

The company exists to nurture and promote the talents of award-winning choreographer Rosie Kay, maker of stage and screen works including choreographer to the 2018 Birmingham Commonwealth Games Handover Ceremony. Please see attached information and visit www.rosiekay.co.uk to see our work.

Role Purpose

The Communications Manager is responsible for the planning and delivery of all marketing, promotion and audience development activity for Rosie Kay Dance Company. The role leads on the delivery of the organisation-wide Marketing & Audience Development Plan and campaign plans for individual shows and projects. The role aim is to deliver the greatest national and international exposure for the programme of work making best use of the available resources.

Areas of Responsibility

- Audience and marketing research
- Creation of marketing campaign plans
- Liaising with presenters/touring venues
- Public relations and media engagement
- Inviting and liaising with critics
- Content creation and distribution (text, audio, visual, video, digital technologies)
- Social media campaigns and advertising
- Print design, production and distribution

Rosie Kay Dance Company

56 Church Road, Northfield, Birmingham B31 2LE

Rosie Kay-Price | Artistic Director | 07961 434256 | rosie@rosiekay.co.uk
James Preston | Executive Director | 07740 192231 | james@rosiekay.co.uk
rosiekay.co.uk



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- Researching and contacting relevant groups in each tour location connected with the themes/target audiences of the work
- Sourcing and analysing audience data
- Help to engage audiences with wraparound activity at each venue
- Encourage engagement from Arts Award reviewers at each venue
- Encourage engagement with evaluation mechanisms

Person Specification

A confident all-round marketer and publicist who is passionate about connecting audiences with relevant, important, political and meaningful dance that responds to contemporary society. A motivated self-starter with a drive to work at the highest standards but happy to engage in the important nitty gritty of building audiences for touring work.

Essential skills/experience:

- Highly motivated with a desire to succeed
- 3 years proven experience of developing, maintaining and delivering on marketing strategies
- Experience of working with artists
- Interest in dance as an artform
- Strong interest in and knowledge of social media through organic and paid reach
- Strong network of media contacts and evidence of securing high profile media coverage.
- Ability to manage your own workload and multiple priorities
- Excellent copy-writing, proof-reading and IT skills
- Strong oral and written communication skills
- High level of attention to detail
- Commitment to equal opportunities

Desirable skills/experience:

- Dance marketing and media experience
- Touring marketing experience
- Digital content development: video editing, animated GIFs, blog posts
- Website development skills in Wordpress

To apply

Please read the accompanying information, research the artistic work (www.rosiekay.co.uk) and then send your CV, a statement outlining your experience and interest in this role and the Equal Opportunities form (www.rosiekay.co.uk/equal-ops) by Sun 9 June 2019 to james@rosiekay.co.uk

All applicants will receive an email confirming receipt of their application. We aim to shortlist by Fri 14 June and interview shortly after. Start date to be decided depending on the candidate's circumstances. All applicants will receive a decision on their application by 28 June 2019.

Rosie Kay Dance Company welcomes diversity amongst its employees and seeks to ensure that all candidates for employment are treated fairly, and that selection is based solely on the individual's abilities and qualifications.

Please discuss any access needs or considerations that may assist in your application with james@rosiekay.co.uk

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Introduction

Rosie Kay Dance Company creates brave new dance in Birmingham that tours to audiences at home and abroad. We thrill and move a diverse public with relevant, important, political and meaningful dance responding to contemporary society. We engage participants from the hardest to reach parts of society and treat them as future professionals. We believe that watching or participating in dance has the power to transform hearts and minds.

Rosie Kay

The company exists to nurture and promote the talents of award-winning choreographer Rosie Kay who trained at London Contemporary Dance School, creating solo work while performing professionally in Poland, France, the US and Germany, before forming Rosie Kay Dance Company in 2004. Rosie is academically recognised having been the first Leverhulme Artist in Residence to the School of Anthropology and Museum Ethnography, University of Oxford. She has a reputation and appeal for commercial work including choreographing the hit film *Sunshine on Leith* and Birmingham's 2018 Commonwealth Games Handover Ceremony for a global TV audience of more than a billion people. Rosie is also an experienced and respected teacher, mentor and speaker.

The Work

RKDC has a reputation for making bold, original and exciting works that challenge perceptions and take on innovative subjects. Highly physical, with astute performances and intense athleticism, we make works that excite audiences with a visceral experience they feel in their bodies and minds. We aim to connect with our audience and are interested in building new audiences and attracting people who may have never seen first-rate contemporary dance before. We make a dynamic range of shows, always exploring in exciting ways what dance can be and how dance can be presented.

History

Since starting RKDC Rosie has created five solo/duet works, five full length mid-scale works, five outdoor/site-responsive works and five digital works. Thus far five has been a significant number for the company with Rosie's most famous work *5 SOLDIERS* having developed from research project to theatre work to touring army bases in association with The British Army. A live stream of the show was commissioned by The Space in September 2017 and the show toured internationally for the first time in 2019.

Structure

RKDC is based in Birmingham where new works are made and premiered through partnerships with dance organisations and theatres before touring the UK and abroad. The company is based on a strong partnership between Artistic Director Rosie Kay and Executive Director James Preston with an established team of freelancers contracted for each project. Kay and Preston met in 2006, James joined the board of RKDC in 2010 and formally began working with RKDC in 2014. With complementary skill sets and a dynamic pace of work the pair have solidified the company's vision, mission and brand to establish the foundations for an exciting future programme of significant work.

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Programme of work and touring plan 2019-2022

As an artist-led and creatively driven company our business plan is informed by the programme of relevant, important, political and meaningful dance we will create and present that responds to contemporary society.

10 SOLDIERS (Premiere, large-scale, 3 performances, Summer 2019)

A large-scale version of 5 SOLDIERS taking a fresh look at life in the British Army including examinations of equality, diversity and LGBTQI+ issues within the military.

- Creation May 2019 for premiere at Birmingham Hippodrome 21 May 2019
- Presentation at Edinburgh Festival Theatre 30 May 2019 and Norwich Theatre Royal 4 June 2019.
- Potential for second tour in spring 2021

Fantasia (New work, small/mid-scale, 2019 & 2020)

Using cutting-edge neurological research on the effects of music and dance on the brain, to provoke sensations and pleasure in audience's brains.

- Development and creation of small/mid-scale work
- UK premiere and eight venue tour in September/October/November 2019, possible 2020 Edinburgh Festival run and touring.
- Showcasing for international touring

5 SOLDIERS (Remount, small/mid-scale, UK performances + US tour, Spring 2020)

A thrilling and humane portrait of army life telling the stories of five men and women serving on the front line.

- Two weeks UK touring Feb 2020
- Three weeks touring USA in Feb - Mar 2020.

MODERN WARRIOR (Existing work, small/mid-scale, 10 days, Summer 2020)

Join or watch the epic urban action experience as two opposing groups meet in an epic stand-off.

- Touring to outdoor UK festivals and events

Romeo & Juliet (New work, mid/large-scale, Autumn 2020)

Set in present day Birmingham viewed through a lens of young people and love across ethnic divides in South Asian communities.

- Research, development and creation of mid/large-scale work
- Birmingham premiere and UK tour to mid/large-scale venues

Large-scale work (2021-22)

A new large-scale full-length work and engagement project for UK and international touring.

Birmingham 2022 Commonwealth Games

Contributing exciting projects to the culture programme.

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ROSIE KAY DANCE COMPANY

Vision

Rosie Kay's brave new dance is transforming hearts and minds everywhere

Mission

Brave new dance that thrills and moves people

Rosie Kay Dance Company creates brave new dance in Birmingham that tours to audiences at home and abroad. We put making art at the centre of everything we do; creating the best art possible informs all our choices.

- We thrill and move a diverse public with relevant, important, political and meaningful dance responding to contemporary society. We cross divides and boundaries with our work and want to engage with as many people as possible.
- We engage participants from the hardest to reach parts of society and treat them as future professionals.
- We believe that watching or participating in dance has the power to transform hearts and minds.

Values and Ethics

The work we explore and create confronts and approaches difficult subject matter through dance that pushes to the limits and beyond. To create the environment we need to make our art we respect people as individuals, consider their needs and respond sensitively.

Practical considerations include:

- Paying dancers for their work well, promptly and without difficulty
- Supporting artists with travel and accommodation
- Ethical contracts and sustainable business practices
- Low carbon options whenever available
- Supporting artists and developing their artistic ambitions to fulfillment
- Maintaining good ethical practices across all aspects of the company- teaching, creation, research, touring and partnerships
- Ethical training for artists working with vulnerable participants of any age
- Becoming clear role models in the dance industry
- Flexible working patterns that take into account the company's 'battle rhythm' and the importance of health, family and home life

Our brand

- Rooted in the core discipline of dance
- High quality, professional, intelligent
- We're thrilling and moving people through dance
- We believe dance has the power to transform
- We are ambitious, brave, fearless mavericks intent on breaking new ground
- We're committed to our art form, our people and our audiences
- Our organisation is trustworthy, efficient, professional and fair
- We take on the hard stuff, making it look fun and easy

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