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Dear Enquirer

Thank you for your recent interest in the **Communications Officer** post for Hampshire Dance.

Good communications are of vital importance to Hampshire Dance and the holder of this post will play a key role in their achievement.

Please find enclosed information about the post, an application form and equal opportunities monitoring form.

Hampshire Dance is a regional dance agency in the south east, with a remit to develop dance for young people and professional development for dance artists and practitioners across Hampshire and the wider region. It is the partner organisation for Youth Dance England in the south east. The agency also acts as an important resource for the general public on information about dance.

Please visit www.hampshiredance.org.uk to find out more about our work.

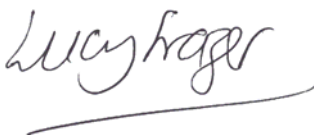
The closing date for application is 5pm on Monday 6 September 2010. Applications received after this time will not be considered. Please return the completed equal opportunities monitoring form with your application. This is for statistical use only and is not seen by the recruitment panel.

Your application form will be scored against the Person Specification by the selection panel and candidates will be chosen for interview on that basis. **Only your completed application form will be seen by the panel so please do not include a CV.**

Short listed candidates will be interviewed on **Wednesday 15 September 2010.** Candidates requested for interview will be advised by telephone or email shortly in the week following the closing date. We will not advise applicants if they are not short listed for the post. The successful candidate will be required to start work as soon as possible.

With best wishes

Yours sincerely,

A handwritten signature in black ink that reads "Lucy Frazer". The signature is written in a cursive style and is positioned above a horizontal line.

Lucy Frazer
Director
Hampshire Dance

**All information is available
in large print.**

About Hampshire Dance

Hampshire Dance is a vibrant and innovative regional dance agency that leads on youth dance across the south east, initiates development opportunities for dance professionals and provides information and advocacy about dance.

Hampshire Dance is the regional partner organisation for Youth Dance England in the south east.

Our core activity for 2010-11 will include the following:

Dance for Young People

Hampshire focus

- Two audition-based youth dance companies in the north and south of the county - *Hampshire Youth Dance Company* and *NoCo*. Companies participate in choreographic commissions led by professional artists. Youth Dance Committees enable company members to take an active role in steering the companies.
- Delivery of the Springboard bursary scheme for Hampshire County Council to support talented young dancers.

Regional focus

- Delivery of regional youth dance programme for the south east in partnership with Youth Dance England to include:
 - Management of the South East Youth Dance Network (SEYDN) including monthly e-bulletins and quarterly sub regional hub meetings
 - Regional programme of continuing professional development for dance practitioners and teachers
 - Annual regional youth dance platform and other U.Dance performances in the south east
 - Launch of a new South Asian youth dance company in the region.
 - Commissioning a young choreographer to make work on a professional company.

Professional and Artist Development

- Artist development programme supporting local and regional dance professionals and final year degree students through master classes, advice surgeries, performance opportunities and networking.
- Associate Dance Artist Scheme in partnership with Hampshire County Council.
- *Café Chorégraphique* – a regional artists performance and feedback event
- INSET programme of dance training for secondary teachers.

Arts Council England, South East and Hampshire County Council regularly fund Hampshire Dance. Project funding comes from a range of sources including local and unitary authorities, trust and foundations.

For more information visit www.hampshiredance.org.uk and www.yde.org.uk

Hampshire Dance

- Job Title:** Communications Officer
- Hours:** 21 hours per week not including lunch breaks. Normal office hours are 9am – 5 pm Monday to Friday but some flexibility of hours worked is possible. The post could occasionally involve some evening or weekend work, for which time off in lieu will be given.
- Salary:** Pro rata of £18,005 per year, paid monthly. This equates to an actual salary of £10,803 or £900 per month.
- Terms:** Fixed term contract until 31 March 2011. Continuation beyond this date is funding dependent.
- Annual Leave:** Pro rata of 28 days (inclusive of 8 Bank Holidays) per year
- Place of work:** The post holder will be based at Hampshire Dance's office premises at 14 Leigh Road, Eastleigh. This is a self-contained office suite with its own entrance, which adjoins The Point. It is fully accessible for people with mobility impairments and has its own adapted toilet facilities.
- The Point is situated in the centre of Eastleigh and is five minutes walk from Eastleigh railway and bus stations. There are public car parks and two-hour parking bays nearby, and free parking is available ten minutes walk away.
- Equal Opportunities:** Hampshire Dance has an Equal Opportunities Policy and welcomes applications from all sections of the community, especially those that are currently under represented in the Hampshire Dance staff.

Hampshire Dance

Job Title: Communications Officer

Purpose: To provide effective communications and marketing of Hampshire Dance and its activities

Responsible to: General Manager

Key Areas of responsibility:

- Coordinate communication across the organisation, including regular e-newsletters and maintaining the effectiveness of the website
- Management of the marketing of project activities in liaison with project staff
- Contribute to the delivery of Hampshire Dance's audience development objectives

Key tasks of the post will include:

Communications

- Liaise with colleagues in the creation of effective marketing plans and lead on their delivery
- Produce and distribute media releases and maintain media contacts
- Produce and distribute print and electronic communications including e-newsletters, liaising with designers, media partners and printers where appropriate
- Maintain a consistent house style in in-house publications and graphic design and ensure that branding guidelines are observed by outside designers
- Develop and maintain the database and other information resources
- Maintain and update the Hampshire Dance website including news content
- Co-ordinate postal and electronic mailing of publicity and information material
- Manage the preparation and distribution of regular e-newsletters
- Maintain and expand Hampshire Dance's image library, commissioning new photographs where appropriate
- Maintain archives of printed and other promotional materials
- Prepare and maintain display boards and other publicity material

Communications Officer Job Description

- Evaluate the success of all marketing campaigns to inform future strategy and marketing activity

Operational Systems

- Work with the Administrator and project staff to ensure the continued development of information resources, particularly the database.

Financial Management

- Manage the communications budget and liaise with project managers on marketing elements of project budgets

Training

- Participate in staff training and away days as appropriate

Other duties

- To deputise for the General Manager where appropriate
 - To keep up to date with developments in communication systems and arts marketing practice and make recommendations for adoption by Hampshire Dance where appropriate
 - To undertake other such duties which may be allocated from time to time by the General Manager or Director
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**Communications Officer
Person Specification**

<u>Area</u>	<u>Essential</u>	<u>Desirable</u>
EXPERIENCE	1. At least one years experience in communications in the arts or charity/voluntary sector	1. Knowledge of dance
QUALIFICATIONS/ TRAINING	2. Degree or equivalent	2. Additional training in communications / marketing
SKILLS	3. Good computer skills including MS Office and use of databases and image editing software e.g. Photoshop 4. Highly literate with excellent copywriting skills 5. Good eye for detail and accurate proof reading 6. Good awareness of effective graphic design 7. Able to communicate effectively with a wide range of people 8. Able to organise information in a coherent way 9. Ability to work under own initiative with minimum supervision 10. Ability to prioritise workload and manage multiple priorities	3. Use of Microsoft Access or similar relational database 4. Producing content for websites and electronic communications 5. Working with media contacts 6. Working with designers and photographers 7. Experience of using social networking as a PR / marketing tool 8. Experience of managing budgets
OTHER REQUIREMENTS	11. Willing and able to work flexibly and occasional unsocial hours. 12. Active commitment to Equal Opportunities.	9. Knowledge of Hampshire and the broader south east region