

# JasminVardimon

## Head of Communications

The Jasmin Vardimon Company is an internationally renowned and critically acclaimed dance theatre company, touring to prestigious venues and performing to diverse audiences worldwide. The company has well-established education and professional development programmes, as well as an exciting portfolio of innovative projects and public participation programmes. The company has increased its public profile over the past 18 months, steering a course through the pandemic by offering new online experiences and reaching a whole new audience with our passion for dance, movement and performance.

As restrictions begin to ease, the company is preparing to move into its new, bespoke, state of the art creative complex in Ashford in Spring 2022. At this exciting time of significant expansion, we are now recruiting for a new **Head of Communications** to spearhead the development of the Communications department to further increase awareness and understanding of the JVC programmes and offers.

This is an exciting opportunity for a self-motivated individual with excellent communication skills, coupled with experience of marketing, social media and communications strategies and a commitment to developing new audiences, to join JVC and contribute to its future.

Operationally the **Head of Communications** will work closely alongside the General Manager and Head of Learning and Participation under the strategic guidance of the Artistic and Executive Directors, to deliver a comprehensive and innovative communications approach to the productions, courses, classes and new building. The role is based in our offices in Ashford, Kent but we embrace flexible working practices and will happily discuss a hybrid model to include remote working.

## **How to apply**

Please send:

- A current CV
- A personal Statement (no more than 2 sides of A4) which outlines your skills, experience and knowledge, and how you would deliver the role with attention to the outlined duties, responsibilities and personal specifications
- Completed Equal Opportunities Monitoring Form via our website <https://jasminvardimon.com/about-us/opportunities/>

Please respond by: **12 Noon on Friday 30th July** to: [exec@jasminvardimon.com](mailto:exec@jasminvardimon.com)  
**Shortlisted Candidates should be available for interviews in London on 12<sup>th</sup> August 2021**

We do not and will never share your data with a third party, unless required to do so by law. All information provided on your application and equal opportunities form is stored securely, both digitally and any hard copies will only be accessible to a small number of necessary staff and Board members.

# JasminVardimon

As part of our commitment to equality and diversity all disabled applicants who meet the full job description and personal specification are guaranteed an interview. If you have any access needs for interview, please e mail in advance.

Unfortunately, we will be unable to feedback to those we have not shortlisted for interview.

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Job Title:	Head of Communications
Salary:	£33,000 PAYE basis with review after 12 months
Contract:	Permanent Full Time
Responsible to:	Executive & Artistic Directors  Senior Management Team Comprised of General Manager, Head of Communications and Head of Learning & Participation, the team will be in charge of delivering the company's overall business and education success although each has responsibility for discrete areas of the company's operation.
Office Base:	Ashford, Kent with flexibility for remote working
Hours of Work:	40 hours per week
Notice period:	3 months following successful probationary period of 6 months
Annual Leave:	22 days per year pro rata plus statutory bank holidays. The company usually closes over the Christmas period, which is offered in addition to holiday entitlement
Pension:	Pension is currently 5% employee 3% employer it will increase as per government guidelines
Overtime:	Overtime payments are not made. Time off in Lieu is provided (agreed in advance)
Key relationships	
Internally:	Artistic Director, Creative Team, Dancers, Social Media and Content Manager Head of Learning & Participation, Learning and Participation Co Ordinator
External:	Local and National Press, Online Platforms, Bloggers and Vloggers, Commissioners, Venues and Festivals (National and International), Local Business and Community organisations

## Job Description

### Objectives

The Head of Communications will, alongside the Artistic and Executive Directors, create and execute communications strategies for the Jasmin Vardimon Company (JVC). Requiring solid strategic and organisational ability and networking skills, the Head of Communications, will work internally alongside the Head of Learning and Participation and Social Media and Content Manager, liaising with outside press agents and publications to promote awareness of all the company's activities, creating content across a number of mediums in order to create a uniform company voice.

### Key Responsibilities

- Develop and implement the outcomes from our re-branding process building up to the opening of our new building.
- Develop and deliver communications and marketing strategy for new JVC building (including budget and timeline) to promote it as a regional centre for excellence in dance and arts participation.
- Devise and deliver marketing campaigns for all activity taking place in the building (events, classes, education programme, projects, canteen, etc.) as well as communicating to press and other relevant platforms within Kent, nationally & internationally.
- Work with our external marketing agency, Artistic Director and company designer to produce marketing materials assets to promote our national and international touring productions (including online, print, and in-house promotions).
- Liaise with all theatres, festivals and any other project's communications and press departments to maximise the company's coverage for productions, projects and education programmes.
- Oversee our outward facing platforms, including include website, social media and other platforms plus opportunities to raise our profile e.g. Pop Up Space.
- In collaboration with Head of Learning & Participation develop communication & marketing activity for potential students and participants.
- In collaboration with Head of Learning & Participation develop communication & marketing activity for potential teachers.
- Develop communication & marketing strategy for potential hirer / users of the building
- Identify and devise campaigns to attract potential new audiences and groups to all company activities and events.
- Work with the whole team to increase audience and participant diversity to drive growth in new demographics.
- Act as primary press contact, writing press releases, creating content for traditional and digital platforms, creating and executing communications plans, soliciting coverage under the management of the Artistic and Executive Directors.

# Jasmin Vardimon

- Work with the Social Media and Content Manager to oversee all social media and email marketing (Mailchimp), writing copy and co ordinating creative assets with external agencies and venues, growing mailing list and followers on all platforms.
- Produce and analyse reports for each communications activity to monitor the success of campaigns and identify new communications opportunities. This work will be informed by online data analysis, including Mailchimp, Google and all other social media and traditional platforms.
- Write and produce longer form promotional articles and case studies to champion the company's innovative and progressive activities, advocating to a variety of internal and external audiences.
- Cultivate relationships with traditional and mainstream press and media outlets and writers, freelancers, bloggers and new online platforms.
- Establish and nurture relations with local media outlets within Kent and the South East.
- Oversee and liaise with key venues for press and first nights.
- Working with Head of Learning and Participation develop qualitative and quantitative data collection schemes to inform company activity.
- Working with the Senior Management Team to devise a new company membership scheme.
- Manage all invoices, payments and petty cash for all PR & Communication activities
- Represent the companies at external events both nationally and internationally as required, including some evening and weekend work.
- Ensure that there is an effective flow of information throughout the company
- Ensure that all company policies and procedures are adhered to, including health and safety
- Undertake any other tasks that are reasonably requested

## **Person Specification**

### Skills, Knowledge and Experience

- Experience of communication, public relations and audience development.
- Skilled copywriting ability and ability to develop a distinct company voice.
- Content creation and editing for print and digital with visual/ graphic design sensibility.
- Knowledge and experience of working with email marketing tools (Mailchimp) and social media platforms
- Excellent computer skills, in particular Apple computers and Macintosh operating systems, Word, Excel and database programmes
- Practical experience of using CRM systems
- Creative independent thinker – with strong initiative
- Highly organised, excellent time management and project management skills, with the ability to work under pressure and manage multiple projects and deadlines.

# Jasmin Vardimon

- Ability to motivate and work closely and effectively at all levels within the organisation, including external agencies and Board Members and Trustees

## Desirable

- Experience of writing and evaluating communication strategies
- Understanding of the Contemporary Dance Sector

This job description is a guide to the nature of the work required of the Head of Communications. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.