

Dear Applicant

**HEAD OF COMMUNICATIONS & DEVELOPMENT**

Please find enclosed further information for the post of Head of Communications and Development, with DV8 Physical Theatre:

- Employment details;
- Job description;
- Person specification;
- Artistic Policy;
- Equal Opportunities Policy;
- Application Form;
- Equal Opportunities Monitoring Form.

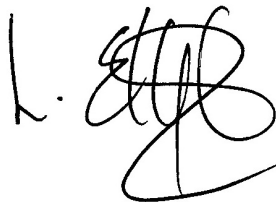
Please complete the application form and return it to me with your CV and a short covering letter addressing the Person Specification and the following questions:

1. Why do you consider yourself to be a suitable person for the post?
2. Which of your previous experience would you highlight as being particularly relevant?
3. What would you like from the job?

We look forward to receiving your application no later than 6pm on Monday 18 May 2015 and interviews will be held week commencing 1 June.

We will accept applications via post or email.

Yours sincerely

A handwritten signature in black ink, appearing to read 'L. Eltringham', with a stylized, cursive flourish at the end.

Louise Eltringham  
Senior Producer

## **DV8 PHYSICAL THEATRE: HEAD OF COMMUNICATIONS & DEVELOPMENT**

DV8 Physical Theatre is seeking a Head of Communications & Development to join their management team. The successful candidate of this newly created position will lead on the company's marketing, development and fundraising initiatives.

### **EMPLOYMENT DETAILS**

**Responsible to:** The Executive Producer (Line Manager)

**Contract:** Permanent with a 6-month probation period, after which a 3-month notice period will apply

**Salary:** £32,000 - £35,000 dependent on experience

**Hours of Work:** 10am-6pm, Monday-Friday. If additional hours are worked no overtime will be paid but time off in lieu can be taken.

**Holidays:** 25 days plus statutory holidays

### **JOB DESCRIPTION**

#### **Strategy**

- Develop and coordinate delivery of DV8's communications, marketing, development and digital strategies

#### **Development**

- Lead a long term, sustainable fundraising strategy in line with the Company's objectives
- Create promotional material for Development activity
- Manage the planning and delivery of fundraising campaigns and events
- Maximise opportunities for any potential new areas of support for DV8
- Develop and maintain a broad and effective range of relationships with Trusts and Foundations, individual donors and any agencies to develop and expand sources of investment in DV8 Physical Theatre (inc.legacy fundraising)
- Write and contribute to major applications
- Evaluate DV8's Development activity and provide regular and accurate reports on progress to the Board
- Inform and engage Directors of the Board in all aspects of fundraising

#### **Identity and profile**

- Maintain and develop DV8's reputation, brand and profile nationally and internationally

- Maintain clear brand guidelines for internal and external use and ensure that DV8's identity is reinforced throughout all communications materials

### **Marketing (with support from the Administrative Assistant)**

- Manage the design, production and distribution of all DV8's printed material and promotional / advertising materials. Liaise with designers and printers to ensure that all jobs are performed to a high standard and to a competitive price
- Manage and develop DV8's website, digital campaigns and social media activity, taking advantage of appropriate opportunities to develop our online profile
- Develop and coordinate all marketing and audience development campaigns for DV8's activities
- Develop and manage in-house press campaigns and select and manage external press consultants / agents as necessary
- Overall management and development of DV8's contact database and email lists
- Collect, manage and analyse audience data for research and reports
- Evaluate DV8's marketing and development activity and provide regular and accurate reports on progress to the Board
- Manage and control DV8's main marketing budget
- Work with the producers to maximise income opportunities from marketing activity
- Deliver box office, audience and sales reports to the producers, finance department and the Board when required

### **General**

- Attend DV8 events and activities
- Represent and be an ambassador for DV8
- Create promotional material for Educational activity
- Keep abreast of developments in contemporary dance and theatre and current arts marketing practice

### **Person Specification**

#### Essential

- Excellent oral and written communication
- Experience of planning and executing marketing, communications and audience development strategies, including a thorough understanding of a range of marketing methodologies and processes
- Fundraising experience, with a strong track record
- Experience of planning and implementing successful development campaigns and effective customer relationship management

- Knowledge and understanding of digital media and a demonstrable ability to use it imaginatively
- Ability to prioritise and work to deadlines, with excellent organisational skills
- Computer literate with working knowledge of relevant IT, data management and administrative support systems
- An innovative and entrepreneurial approach
- Ability to analyse and translate marketing and audience data
- Enthusiastic and effective networker
- An aesthetic sensibility and a knowledge of how designers work
- Knowledge of the requirements of the Data Protection Act

#### Desirable

- Experience of working within a not for profit arts or charitable organisation
- Graphic design experience, including Indesign, Photoshop and Illustrator
- A keen interest in, and understanding of, contemporary culture particularly theatre

## **DV8 PHYSICAL THEATRE ARTISTIC POLICY**

DV8 Physical Theatre's work is about taking risks, aesthetically and physically, about breaking down the barriers between dance, theatre and personal politics and, above all, communicating ideas and feelings clearly and unpretentiously. It is determined to be radical yet accessible, and to take its work to as wide an audience as possible.

DV8 is motivated by artistic inspiration and creative need: these, rather than financial, organizational and touring demands dictate the creation of new works.

Great emphasis is placed on the process by which new work is created. The company has fought successfully for funding to cover lengthy research and development periods in order to maintain rigorous artistic integrity and quality in each new project. For every one of its works since 1987, DV8 has commissioned set designers and living composers to help investigate the relationship between body, architecture and music. The focus of the creative approach is on reinvesting dance with meaning, particularly where this has been lost through formalised techniques.

DV8's work inherently questions the traditional aesthetics and forms which pervade both modern and classical dance, and attempts to push beyond the values they reflect to enable discussion of wider and more complex issues.

DV8 (Dance and Video 8)'s strong commitment to film and video continues. This reflects its ongoing interest in how two primarily visual media can enhance one another and reach a crossover audience from within both forms.

The company's reputation relies on pushing its own boundaries and on the constant re-examination of the roles and relationships of men and women in our society. Its policy insists on the importance of challenging our preconceptions of what dance can, and should, address.

## **DV8 PHYSICAL THEATRE EQUAL OPPORTUNITIES POLICY**

DV8 Physical Theatre will use its best reasonable endeavours to uphold the principle of equal opportunities in all areas of its work, striving for equality and fair treatment. DV8 is opposed to any form of discrimination on the grounds of sexuality, HIV status, sex, race, colour, class, ethnic origin, marital status, disability, domestic responsibilities, nationality, religion or age. It is DV8's intention to consider the needs of personnel, audience and participants in the planning, publicity and delivery of all its activities.

## Application Form

By submitting this form you confirm that to the best of your knowledge, all information provided is correct, and you give your consent for DV8 Physical Theatre to hold and process this information in accordance with the Data Protection Act 1998. We may hold your details for up to six months.

**Please complete this form in black ink or type, providing information relevant to the position you are applying for. Do not attach any continuation sheets or change the layout of the form by expanding the document beyond 4 pages.**

<b>JOB APPLIED FOR</b>	
<b>FIRST NAME</b>	
<b>SURNAME</b>	
<b>ADDRESS</b>	
<b>TELEPHONE NUMBER</b>	
<b>MOBILE NUMBER</b>	
<b>EMAIL ADDRESS</b>	
<b>1.a CURRENT OR MOST RECENT EMPLOYER</b> Name of employer, type of business, job title, dates of employment	
<b>1.b BRIEF OUTLINE OF DUTIES</b>	
<b>2.a PREVIOUS RELEVANT EMPLOYMENT</b> List previous employment or work experience, working backwards	

chronologically. Please include name of employer, type of business, job title and duration of employment	
<b>2.b BRIEF OUTLINE OF DUTIES</b> of the jobs listed in 2.a making clear which job you are referring to.	
<b>3. RELEVANT QUALIFICATIONS AND TRAINING</b> Information to include name of institute, course and qualification	
<b>4. IT SKILLS</b> Computer programs with which you are familiar, and your skill level	
<b>5. OTHER RELEVANT INFORMATION</b> Anything else you would like us to know that could support your application (skills, interest, experience)	
<b>6.a REFEREE 1</b> include their name, job title, organisation, address and contact numbers. They should know you in a professional capacity, either as your current/previous employer or similar relationship.	
<b>6.b REFEREE 2</b> as 6.a	
<b>7. EARLIEST START DATE</b>	
<b>8. DO YOU NEED A PERMIT TO WORK IN THE UK?</b>	
<b>9. WHERE DID YOU SEE THE POST ADVERTISED?</b>	

**DV8 PHYSICAL THEATRE  
EQUAL OPPORTUNITIES MONITORING FORM**

We collect this information for monitoring purposes only. It is not available to, or used by, the recruitment selection panel.

Position applied for:

Are you

female  male

Do you consider yourself to have a disability?

yes  no

If so please state nature of disability

If yes, please describe any special adjustments in relation to your interview

(In accordance with the Disability Discrimination Act 1995, a disability is considered to be a physical or mental impairment which has substantial and long term adverse effect on your ability to carry out normal day to day activities and you think might disadvantage you in obtaining or keeping employment for which otherwise you would be suitable, even though you might have overcome any such disability.)

Please indicate your ethnic origin

<b>White</b>	
<input type="checkbox"/> British	<input type="checkbox"/> Irish
<input type="checkbox"/> Any other white background	



**Asian or British Asian**

Asian Bangladeshi

Asian Indian

Asian Pakistani

Any other Asian background

**Black or British Black**

Black African

Black Caribbean

Any other Black background

**Chinese**

Chinese

**Mixed Heritage**

Asian and White

Black African and White

Black Caribbean and White

Chinese and White

Any other background from more than one group