

JOB INFORMATION PACK

Marketing & Communications Officer
Start date: September 2025



Images Clockwise from top left: *How to Change the World by Doing Nothing* by TC Howard & Company of People, Ageless 2024 © David Lindsay, *Saturday Superstars* © Bevan Cockerill, *Dance On Boogie Wonderland*, 2023 © David Lindsay, *Apocalypse Wow!* By Carl Harrison at Ageless 2024 © David Lindsay

Dear Applicant,

Do you have bags of initiative, are you an exceptional writer with an eye for design and a keen interest in the arts?

Yorkshire Dance are looking for a new Marketing & Communications Officer to join our team.

This is a great opportunity to gain a rounded experience of marketing and communications in a busy arts organisation, including digital and traditional marketing, fundraising and press and PR. You don't need a background in the arts but transferable skills and a passion for the arts are essential as we need someone to hit the ground running.

Each year Yorkshire Dance supports 200 local dance artists, hosts 2 dance festivals, supports 2 sub-regional dance networks and delivers 1,500 weekly community dance sessions for over 1,000 participants. Dance sessions take place in our studios, in community centres and care homes throughout Leeds and Bradford. You can find out more about our current programmes on our [website](#) and social media.

You will be based in our city-centre building which hosts our offices, studio spaces and regular performances, giving you a real insight and experience of working in a lively performance venue. While the role is ideally for a single applicant, we are open to conversations around flexible work patterns, including: job-share, etc.

Yorkshire Dance offers a supportive work environment, in addition to a range of benefits which generally include:

- Hybrid working including time in the office and at home (if required).
- Training opportunities both relevant to your role and the organisation (e.g. the full staff team have recently undertaken training in anti-racism, Dementia Awareness and Trans Awareness)
- Pension scheme
- An annual Go See Fund to purchase tickets for dance performances (and complimentary tickets for most performances run by Yorkshire Dance), or to partake in dance classes
- Maternity and sickness pay in line with our policies
- Tech scheme
- Cycle to work scheme
- Bus to Work scheme (discounts on First Bus and Trans Dev)
- Eye care

If you would like to have an informal chat about the post, or have any queries, please contact me on 0113 243 8765 or admin@yorkshiredance.com.

Thank you for your interest, and I look forward to receiving your application.

Yours faithfully

Rachel Kingdom
Head of Marketing & Development
Yorkshire Dance

Mission

Yorkshire Dance works through dance to create happiness, health, connection and change. [Meet the team here.](#)

Our Values & how we work

We are creative

We are curious

We are inclusive

We are joyful

We care

Examples of campaigns you will be working on

FRESH

FRESH is our annual festival of high quality youth dance from across Yorkshire. FRESH offers an exciting opportunity for youth dance groups, schools and individual young people to perform on a professional stage. FRESH takes place across two stages in theatres around Yorkshire for an audience of around 800-1000.

Saturday Superstars

Saturday Superstars is our programme of dance classes for young people aged 0-16. We offer a range of styles and the chance to learn from very experienced teachers in a friendly, safe and fun environment. Each term 160 young people book onto our classes

Encounters Festival

Encounters Festival returns to Leeds City Centre in Oct 2025. This one day Encounters festival features an eclectic mix of bold new performances, inspirational talks, exhilarating workshops and classes from both local and national dance artists.

The Big Give Christmas Challenge

Since 2019 the Marketing & Development team have built an Individual Giving programme from scratch. In 2021 Yorkshire Dance took part in the Big Give Christmas Challenge for the first time raising over £6,000 unrestricted funding from individual donors and local businesses. You may be working to deliver a similar Christmas campaign.

Marketing & Communications Officer - Job Profile

Main purpose of the job

To make a significant contribution to raising the profile of Yorkshire Dance, the impact of its work and maximising income.

Position in the organisation

The post-holder will report to the Head of Marketing & Development.

Scope of the job:

- To support the development and implementation of Yorkshire Dance's marketing, audience development and fundraising strategies.
- To assist with raising the profile of the organisation and its activities, maximising income and support for Yorkshire Dance.
- To assist with the development of existing audiences, funders and partners.
- To help build new audiences, funders and partners for Yorkshire Dance activities.

Duties and key responsibilities

MARKETING

- Increase brand awareness and reputation of Yorkshire Dance and its work across a range of audiences and sectors (dance, arts, cultural, charitable, health) by:
 - Working with the Head of Marketing & Development to develop, plan and deliver Yorkshire Dance's marketing and audience development strategies.
 - Working with the Head of Marketing & Development to plan and deliver marketing campaigns.
 - Lead on the delivery of digital marketing within overall campaign plans.
- Create visually striking communications materials (including print and digital) which adhere to Yorkshire Dance's brand guidelines, visual identity and reflect Yorkshire Dance's commitment to equity, diversity and inclusion.
- Write compelling copy for a wide variety of channels including newsletters, blogs, social media and print. Ensuring tone is consistent across all channels and copy reflects Yorkshire Dance's commitment to equity, diversity and inclusion.
- Ensure external partners, supporters and funders adhere to brand guidelines.
- Lead on the evaluation of marketing campaigns using tools including Salesforce CRM, Impact & Insights, Illuminate and Survey Monkey. Identify actions to improve the effectiveness of future campaigns.
- Assist the Head of Marketing & Development with implementing best practice in data management across the organisation in line with data protection legislation.
- Manage Yorkshire Dance's archive of video, photography and print materials.

DIGITAL MARKETING

- Co-ordinate, maintain and update content on the Yorkshire Dance website.
- Lead on the development of creative social media campaign plans.
- Lead on digital content creation taking a video first approach (using Canva, Kapwing and Adobe) and scheduling across existing channels (currently Facebook, Twitter, Instagram, LinkedIn and YouTube)
- Lead on the creation and distribution of e-newsletters including Get Involved monthly, Artist News, Quarterly Newsletter and Donor News.
- Lead on the collection and analysis of digital analytics. Including identifying actions to improve digital marketing.
- Contract and manage external freelancers and film makers as required to create exciting new digital content (e.g. film, live streaming, podcasts).

PRESS & PR

- Work alongside the Head of Marketing and Development to develop positive working relationships with the press and media, managing freelance support where required.
- Lead on writing and the distribution of press releases.
- Manage press and media interviews and activities, to ensure accurate representation of Yorkshire Dance's reputation, brand and key messages.
- Manage Yorkshire Dance's reciprocal relationships with other organisations to ensure reciprocal content is shared and mutually supportive.
- Develop and update Yorkshire Dance's press and key contacts database.

FUNDRAISING

- Increase income generation by:
 - Working with the Head of Marketing & Development to deliver Yorkshire Dance's fundraising strategy.
 - Lead on the planning and delivery of individual giving campaigns.
- Lead on the collection and write up of compelling case studies from participants and artists.
- Work with the Head of Marketing & Development, where required, to write small scale applications to potential funders and reports for existing funders.

General duties applicable to all Yorkshire Dance staff

The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties of the level of responsibility entailed. All Yorkshire Dance staff are expected to:

- Undertake all activities in compliance with Yorkshire Dance's policies and procedures with particular reference to equality and health and safety.
- Promote the activities, products and values of Yorkshire Dance.
- To participate in the staff review and development scheme, and undertake continued professional development activities as identified.
- To be a key holder and to lock and unlock the building on departure and arrival as required.

Terms and Conditions

Salary:	£25,000 per annum (pro rata)
Pension:	Where eligible, auto-enrolment in company pension scheme. Employer contribution is 3%
Period of contract:	Permanent
Hours of work:	5 days (37.5 hours) per week including occasional evening and weekend work as required (no overtime is payable, but time off in lieu is)
Annual Leave:	25 days plus statutory and bank holidays pro-rata.
Probation period:	3 Months (12 weeks probation period)
Notice period:	2 months
Right to work:	Applicants should have the right to work in the UK to take up this role.

How to apply

Please apply by sending across your completed application form explaining how your skills and experience meet the essential criteria in the person spec. Email your application form to admin@yorkshiredance.com.

The closing date is: **10.00am on 13 August 2025**

Interviews will take place at Yorkshire Dance in Leeds City Centre (or over Zoom if required) on week commencing **25 August 2025**

If you would like a version of any of the application material in an alternative format such as a printed version, large print or if you wish to make a video application, please do not hesitate to contact us and we will do all that we can to support your application. Please call us on: 0113 243 9867 or email admin@yorkshiredance.com

Yorkshire Dance Recruitment Statement

We recognise the positive values of diversity, promote equality and challenge discrimination. We welcome and encourage job applications from people of all backgrounds.

Our jobs are open to all and we particularly welcome applications from people with a disability, and people of African or Caribbean heritage and people of South, East and South East Asian heritage, as they are currently under-represented at Yorkshire Dance. We will interview all applicants who are ethnically diverse or have a disability and who meet the essential criteria of this role.

There is a tick box on the application form which asks: *Do you wish to be considered for this role under our commitment of interviewing who are ethnically diverse or have a disability?* [☐]

Please tick this box if relevant to you. We will never ask for clarifying or supporting information. Information collected within the equal opportunities form is kept separately and anonymously and does not form part of the selection process.

Yorkshire Dance recognizes that it is possible that there may be more applicants identifying as ethnically diverse and/or as D/deaf or disabled meeting the essential criteria for the role than there are available interview slots. In that event, applicants will be assessed against the desirable criteria and those scoring highest will be invited to interview.

If you require support in completing your application, or would like to receive or submit the application in an alternative format, please contact via email on: admin@yorkshiredance.com

Person Specification

Experience	Essential	Desirable
Experience of writing for a variety of different audiences and contexts	✓	
Experience of designing and creating print content (e.g. using Adobe InDesign, PhotoShop, Microsoft Publisher or similar)	✓	
Experience of designing and creating digital content (e.g. using Canva and video editing software/apps or similar)	✓	
Experience of using social media scheduling and mailing tools (e.g. Buffer, Hootsuite, Mailchimp, Campaign Monitor or similar)		✓
Experience of fundraising or delivering fundraising campaigns		✓
Minimum one year's experience in a marketing/communications environment		✓
Experience of data analysis and management		✓
Experience of working in a small team		✓
Experience of promoting events or services		✓
Skills		
Exceptional writing skills, including: <ul style="list-style-type: none"> Accurate copywriting skills and the ability to write informatively and persuasively Excellent social media copywriting skills 	✓	
Strong visual design skills	✓	
Highly developed attention to detail and accuracy	✓	
Excellent IT skills, in particular knowledge of the full MS Office Suite, graphic design software and CRMs or databases	✓	
Proven ability to work as a self-starter, effectively managing workload, prioritising tasks and using initiative.	✓	
Attributes		
Passion and interest in the arts	✓	
Willingness to learn	✓	
Creative flair and entrepreneurship	✓	
Commitment to equity, diversity and inclusivity	✓	
Friendly and helpful manner	✓	
Qualifications		
GCSE English and Maths or equivalent	✓	
Educated to degree level or equivalent relevant experience		✓
Other		
Satisfactory Enhanced Disclosure and Barring Service (DBS) Check	✓	
Right to work in the UK	✓	

