

COMPANY OF OTHERS

Marketing Coordinator Job Pack

Permanent, 32 hours per week (4 days)

£23,040 per annum actual (£28,800 pro rata)

Hello,

Thank you for your interest in working with Company of Others, and for considering joining us.

We're a dance organisation that was founded to be a place where people who experience being Othered by the society we live in, can be creatively free, can move as our truest selves and be ambitious about what we can achieve.

I'm especially excited about this role, as the Marketing Coordinator role will support our work and improve our reach by making sure that people know about our weekly activities, our shows, and our home, The Bricks.

If you're someone who believes they can thrive in this role, please apply. Everyone at Company of Others is currently inhabiting a role that they hadn't done until they came to us, including me.

If you have any questions about the role, Company of Others, or our future, I encourage you to take us up on the offer of an informal conversation, details of which can be found in the job pack.

I hope you decide to apply, and if so, look forward to reading your application.

Nadia

Artistic Director & CEO

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CONTENTS AND PROCESS

This job pack includes:

- Information about Company of Others and the role of Marketing Coordinator
- A job description
- A person specification

Application Requirements:

- A covering letter (no more than 2 sides of A4) detailing your interest in the role and how your experience & skills meet the requirements of the post
- A CV including 2 referees
- A completed [equal opportunities monitoring form](#)

Please submit your application to Emma Whitenstall by email

emma@companyofothers.org.uk with 'Your Name: Marketing Coordinator' in the subject line.

If you would like an informal, confidential discussion before making an application, have any questions about the application process or access requirements please contact Emma by email: emma@companyofothers.org.uk or telephone: 0191 276 1524.

TIMELINE

Recruitment Pack Released: 6 September 2024

Informal Conversations: 23 - 27 September 2024

Application Deadline: 30 September 2024, 10am

Interviews: 3rd - 4th October 2024

Decision to candidates: 7th October 2024

Start Date: As soon as practicable taking into account notice period. Start date will not influence panel decision.

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ABOUT COMPANY OF OTHERS

Company of Others is a dance theatre company based in the North East of England, led by Artistic Director and Choreographer Nadia Iftkhar. Company of Others was founded in 2014 and incorporated in 2016, supported by from Arts Council England's Elevate Fund.

In July, 2021 we began creating a home for Movement + Community in Walker, and in April 2023, we joined Arts Council's National Portfolio of Organisations. In 2024 we became a dance company of Sanctuary.

Our core values are Artistry, Integrity & Equity.

At the centre of our work is our co-creation method which ensures we truly collaborate with the communities we work with to create bold dance theatre experiences that instigate change.

Our varied programme of work falls into 3 key areas:

RESIST: Walker Youth Dance Project, Moving Together, Rooted Residencies and Bursaries, and PowerFULL

CONNECT: Walker Youth Dance Festival, Community Programming @ The Bricks and development of a Youth Programming Board for arts and culture in Walker

CO-CREATE: Our body of touring productions, most recently Grief Floats, a performance made for the ocean, providing a moment of communal reflection on all we have lost, and are yet to lose.

In 2021-22, we:

- acquired The Bricks, a home for movement + community in the heart of Walker and developed the space to suit our community's needs
- created Walker Youth Dance Festival
- hosted 4 artistic residencies at The Bricks for local artists

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- expanded Walker Youth Dance Project to include 4-7 yr olds

In 2022-23, we:

- Delivered 100+ workshops to young people aged 4-17 through Walker Youth Dance Project
- Hosted our first Walker Youth Dance Festival
- Made The Bricks available for gatherings, community celebrations & artist residencies
- Embedded the in-person Company of Others Ensemble workshops, delivering over 40 workshops and reaching 100+ people

In 2023-24, we:

- Premiered Grief Floats, our first outdoor work made for the North Sea
- Became a member of Arts Council England's National Portfolio of Organisations
- Created Moving Together, our 2 yr project for women of the Global Majority and/or women seeking sanctuary
- Delivered our Welcome Project, ensuring every year 7 in Walker has danced with us, and knows how to access our work
- Delivered our first Community AGM, welcoming those who dance with us to our governance processes
- Hosted artist residencies and supported artists through mentorship and support in kind
- Launched Rooted in Movement, our travel bursaries and paid residencies for movement artists

More detailed information can be found at www.companyofothers.org.uk.

Our team currently consists of Artistic Director & CEO (FT), Operations & Resource Lead (FT), Finance Manager (PT), Fundraising Manager (PT), Company Assistant (PT) and Administrative Assistant (PT), working alongside freelancers who help us deliver our programmes.

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We're supported by a board of Trustees who play an active role in driving the strategic aims and ambitions of Company of Others and our wider community.

ABOUT THE ROLE

Company of Others is about to go through a really exciting time of growing our projects and doing more to create movement opportunities in the North East and beyond for people in our communities as part of our NPO funded programme of work. This growth means we need more people, who have a passion for dance, and who are interested in learning and developing new skills within the organisation whilst supporting the delivery of our programme.

The Marketing Coordinator role is pivotal in making sure that people know about our weekly activities, our shows, and The Bricks.

You'll get to work across all of our projects, making this a role for which no two days are the same, with tasks ranging from creating and managing social media content, designing marketing materials, and conducting market research.

You'll be curious, brave, flexible, have an eye for detail, and be great at communicating with a wide range of people.

ROLE: MARKETING COORDINATOR

Responsible to: Operations & Resource Lead

Hours of work: Company of Others has a core working week of Monday – Friday, 10 – 6pm. Some flexibility is required around our key events and productions and will include evening and weekend working.

Place of Work: The Bricks, Walker, Newcastle upon Tyne, NE6 3SN.

Probation period: 3 months.

Notice period: 1 month during probation and thereafter.

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Terms: Permanent, 32 hours per week (4 days).

Annual Leave: 22.5 days per year, with an additional 6.5 days Bank Holiday entitlement

Remuneration: £23,040 per annum actual (£28,800 pro rata) with 3% pension contribution alongside your contribution of 5% which you can opt out of if you wish. Access to generous Company Care and Training budgets.

KEY RESPONSIBILITIES

Content Creation and Management

- Create and manage social media content and posts across all platforms.
- Manage social media communities, responding to messages and sustaining engagement across all platforms.
- Write copy for all marketing materials, including flyers, posters, digital graphics and press releases in collaboration with the artistic lead.
- Create and maintain an editorial calendar for all marketing initiatives.
- Update and manage Company of Others' website.
- Create and manage email marketing campaigns and newsletters.
- Help design and produce marketing materials, including print and digital graphics, merchandise, and promotional items.

Event Coordination

- Assist in the coordination of events, including promotions, sponsorships, and partnerships.
- Develop and implement event marketing plans, including engagement & recruitment.
- Create and distribute event invitations and promotions.
- Attend all CO events to provide support, assistance and documentation.
- Obtain feedback and testimonials for reporting and promotional purposes.

Research and Analysis

- Conduct market research and analyse data to help inform marketing decisions.
- Monitor and report on the effectiveness of marketing campaigns.

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- Research and analyse industry best practices.
- Monitor and report on Company of Other's social media, newsletter, and website analytics.
- Develop and monitor evaluation techniques in line with CO values

Communication and Collaboration

- Communicate with Company of Others staff to ensure alignment on marketing initiatives.
- Collaborate with external partners to support marketing.
- Manage relationships with external suppliers, including printers and graphic designers.
- In collaboration with CO staff, create and implement a 12 month marketing plan for CO.

PERSON SPECIFICATION AND EXPERIENCE

About you

We're looking for someone who has a positive attitude and is reliable. You'll be a creative thinker, and be committed to using your skills and creativity to promote and enhance the places you work. You'll be someone who has a passion for learning and isn't afraid to share your ideas, thoughts and opinions in team discussions. You'll be self-motivated, and happy to work on tasks alone or as part of a team, and be able to adapt and be flexible in ways of working, in an organisation where two days are never the same.

You'll care about Diversity and Equality, and making the world a better place, and be interested in how movement and community can achieve this, and how your role can contribute to this.

You'll have:

- Marketing & communications experience either in a paid or unpaid role
- Great IT skills, and be open to learning more other digital tools we use such as Asana and Canva
- Knowledge of website content management systems, email marketing software, and customer relationship management (CRM) systems.

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- Excellent knowledge of maximising engagement through social media platforms such as Tik Tok, Instagram, Facebook and Twitter.
- Excellent verbal and written communication skills and being able to communicate well with people from all walks of life
- A thirst for knowledge and learning, and an understanding of how to transform learning into action
- Great organisational skills including good time keeping, & knowing how to prioritise tasks
- Self-awareness, authenticity and openness

It is important that the people who work at Company of Others are representative of the communities we co-create our projects with. We welcome applications from people of all backgrounds and lived experiences. We are particularly interested in applications from people who identify as d/Deaf, Disabled, Black, Brown, POC, Global Majority, Woman, and/or Working Class.

Please contact emma@companyofothers.org.uk should you have any access requirements or need any adjustments to be made in order to apply or attend an interview.

Thank you for your interest in Company of Others, we look forward to hearing from you.

"I love coming here because everyone makes you feel safe and welcome"

Walker Youth Dance Project Member