

AKRAM KHAN COMPANY

office@akramkhancompany.net | +44 (0) 20 7354 4333 | www.akramkhancompany.net
Somerset House, West Wing, Strand, London, WC2R 1LA, UK

COMMUNICATIONS AND LEGACY COORDINATOR

Brief

Akram Khan Company has established a worldwide reputation for producing ambitious dance collaborations that are both high quality and accessible. The Company enjoys a busy programme of international touring and production of new works, but is also developing a strong national engagement programme in the UK.

The Company's Core values

The Company has established a reputation based on the following core values, not just artistically but in the way that it operates across the whole team. We cherish:

- openness
- willingness to change and explore new possibilities
- flexibility
- support for each other as a team
- taking initiative, and respecting each other's ideas
- an understanding of what Akram Khan and the artists need in order to produce great work
- a passion for what we do.

Job Description

Reporting to the Marketing and Communications Manager, the Communications and Legacy Coordinator provides support and coordination to the development and implementation / production of existing programmes and process-led projects, in collaboration with the Digital Creative Producer, the Legacy Creative Producer and the Creative Associate. This is an exciting time to join the organisation, and the role will be key to communicating and developing the Company's activity to our digital audiences, as well as supporting and working on our outreach programmes for artists, schools and other organisations.

Key Responsibilities

Marketing and Communications

Digital

- Develop and implement digital strategies with the Marketing and Communications Manager
- Support the Digital Creative Producer in creating video content and assets, including trailers, promotional films and interviews, to promote new AKC productions across its social channels and for tour venues.
- Engage with the Company's digital audience, delivering communications across social media, the Company's website and email newsletter
- Report on social media analysis using reporting tools
- Develop website architecture and structure with the Creative Digital Producer, Marketing and Communications Manager and COG
- Update the website pages
- Create and upload new digital content

Tour Marketing

- Proof-read brochures, programmes and other venues' marketing material
- Proof-read web pages of all venues and liaise with presenters to ensure accurate information
- Assist the Marketing and Communications Manager with marketing material and marketing campaigns for UK and international performances and events
- Collate and report post-tour audience data

- Update marketing packs for AKC productions for national and international touring productions to distribute to venues' marketing teams
- Assist with commissioning production photography
- Update production portfolios (dossiers) including images, videos, design, production, distribution, and overseeing effective file management and updates.

Press

- Follow-up and coordinate PR requests and events
- Using the press monitoring service, collate press stories, features and reviews for internal reports
- Assist with the management of a media database of journalists, bloggers and writers

Marketing and Communications Admin

- Update content of the Company's and Akram's profiles online
- Maintain and provide up-to-date information for copy, images, videos, biographies, headshots and press dossiers for all artistic productions and projects.
- Support the Marketing and Communications Manager with ACE reports
- Liaise with the Company Administrator on the delivery of Impact and Insight Toolkit and Audience Finder / Show Stats
- Update the marketing database, working with the Marketing and Communications Manager to create a system
- Support the Marketing and Communications Manager in the development and coordination of special projects (for example Dance Passion)
- Maintain appropriate filing for all marketing / publicity originated from the company and / or external partners

Legacy

- Provide administrative and coordination support for the Legacy Creative Producer
 - Attend meetings and minute taking
 - Process financial paperwork, including coding and processing invoices, and assist in the updating of Legacy Department budgets with details of actual spend
 - Assist the Legacy Creative Producer with the preparation and drafting of contracts
 - Manage the Legacy Department's statistics
 - Conduct research for development of new programmes
- Liaise with relevant departments of AKC and external partners to enable the successful delivery of school and public workshops in the UK and abroad
 - Arrange travel for workshop dancers within agreed budgets
 - Prepare and circulate appropriate schedules for dancers
 - Book external studio and spaces for workshops as required
- Assist in the coordination of filming projects around artistic programmes
 - Transcribe videos
 - Research for relevant platforms
- Be a point of contact for the Legacy Department with other key areas of the organisation

Other

- Provide general administration support for Marketing and Communications Manager, Legacy Creative Producer and Digital Creative Producer
- Assist the Marketing and Communications Manager and the Legacy Creative Producer with the co-ordination and logistics for the delivery of the projects (for example preparing schedules, booking travel, preparing call sheets, etc.).
- Assist with callouts, applications and follow up, in collaboration with the Company Administrator
- Attend weekly staff meetings and relevant training sessions
- Other duties as required within a small team

Person Specification

The successful applicant will demonstrate the following skills, experience, and personal qualities:

Essential skills / qualities

- Experience of working in a Marketing or Press department, ideally for an arts or entertainment organisation
- Excellent written and verbal communication skills
- Digital marketing expertise, with experience of running social media and email marketing campaigns
- Strong IT skills (Microsoft Office), and ability to use and edit digital media, including content management systems, and the aptitude to learn new systems
- Proactive, inquisitive and a good team player
- Excellent attention to detail and proof-reading skills
- Excellent organisational and time management skills, and the ability to prioritise and work flexibly under pressure and to deadlines
- An interest in and commitment to the work of Akram Khan Company

Desirable skills / qualities

- Knowledge of the dance sector, and regional and international theatre scene
- Knowledge of digital and social media analytics and metrics
- Photoshop or InDesign experience

Salary: £25,000 per annum plus statutory contributions to the Company's pension scheme (or alternative personal pension scheme)
Holiday: 25 days plus public holidays per annum
Terms: full time, permanent
Location and hours: Somerset House, London. While office hours are 10am - 6pm Monday-Friday, a certain amount of flexibility is required, including some occasional evening and weekend work

To apply for this position please complete [this Google Form](#). You will need to upload your CV and a cover letter. If you have any problems or questions, please email applications@akramkhancompany.net with the subject 'Marketing and Communications Manager'.

Applications must be received by 12pm UK time on Monday 14th February 2022. First interviews will be held on Wednesday 23rd February 2022.
