

AKRAM KHAN COMPANY

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

MARKETING AND COMMUNICATIONS MANAGER

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 Executive Director, the Marketing and Communications Manager works alongside the other departments, and oversees a wide range of areas, including PR, marketing, communication, branding, identity, and relations with external partners. The Marketing and Communications Manager will particularly develop a shared and collaborative working practice with the Digital Creative Producer, the Legacy Creative Producer and the Creative Associate in order to support the process-led Company's activities.

Key Responsibilities

Production marketing

- Oversee the production of show creative including design concept, briefing and commissioning of photography, in consultation with Akram and his creative team, and artwork creation.
- Liaise with the Creative Digital Producer to create video content and assets, including trailers, documentary films and interviews, to promote new Company productions across its social channels and for tour venues.
- Create engaging production copy and press stories for new Company productions.
- Create marketing packs for Company productions for national and international touring productions to distribute to venue marketing team.
- Manage and arrange production photography as and when required.
- Maintain and provide up-to-date information for copy, images, videos, biographies, headshots and press dossiers for all artistic productions and projects.

UK and International tour marketing

- Oversee marketing communication activity for Company productions that tour the UK and internationally, building relationships with venues and their marketing teams, and providing support.
- Liaise with venues in the UK and internationally, agree on marketing campaigns, publicity materials, press and audience development strategies, particularly with presenters in UK where financial targets are at a higher risk.
- Oversee proof-reading website copy, programmes, season brochures, posters for all venues.

- Monitor audience and sales with venues, and collate post-tour audience stats, and create reports to circulate internally.
- Lead on coordinating marketing, PR and audience demographics, booking data reports, and data sharing agreements with UK venues, for regular supporter and partner reports (e.g. Arts Council England)
- Manage creation of dossiers (production portfolios), including images, videos, design, production, distribution, and overseeing effective file management and updates.
- In liaison with the Digital Creative Producer, oversee content creation for all touring activity across all digital and social media channels, including website, blog and social media.
- Arrange archive filming of shows, and maintain the Company's Vimeo channel for promoter access.

Press

- Produce media releases for new productions to build on the brand of the Company and gain coverage in national print, broadcast, trade and digital channels for productions and the Company itself.
- Supervise and coordinate all PR activities, press releases and interview requests in UK and overseas in liaison with Akram's Executive Assistant and the Communications and Legacy Coordinator.
- Liaise with and communicate regular briefings to all relevant PR contacts / agencies / freelancers working on PR for the Company.
- Evaluate the Company's media work and manage its journalist database.
- Responsible for news monitoring, collating reviews and developing round ups for internal circulation.

Digital marketing

- Work with the Digital Creative Producer to plan engaging digital content to promote new productions and support the requests from touring venues.
- Supervise the curation of content, writing, editing and publishing for all communication materials and media, including newsletters and social media.
- In liaison with the Communications and Legacy Coordinator plan and deliver an engaging digital strategy across the Company's social channels (Instagram, Facebook, Twitter, LinkedIn, YouTube) and email database.
- Oversee the production of email communications and web content and updates, and other digital media as necessary.
- Lead on and oversee the creation and updating of a marketing database.
- Report on social media analysis using reporting tools and data, to inform future direction of digital campaigns.
- Liaise with key external partners (co-producers, sponsors, artistic collaborators, board of Trustees, staff members, publicists) over communication requirements.

Strategy

- Assure the implementation of new digital strategies in collaboration with the Digital Creative Producer.
- Oversee the Company's Audience Development Plan and Digital Policy as per Arts Council requirements.
- Support the Executive Director with fundraising applications, Arts Council annual reports, Business Plan as well as for any other projects when necessary.

Other

- Manage the Communications and Legacy Coordinator, including regular one-to-one meetings, progress reviews and supporting their professional development, and ensuring they work efficiently and productively within clearly set guidelines.
- Responsible for controlling and managing the marketing budget, including issuing and processing invoices.
- Oversee the production of marketing materials and marketing campaigns for legacy projects in liaison with Legacy Creative Producer.
- Publicise opportunities, updates and new content about Legacy projects in liaison with the Digital Creative Producer.
- Act as the brand guardian for Akram Khan Company, and oversee and develop its visual identity guidelines across all activities.
- To use technology platforms in order to gather and interpret useful insights and data in order to grow the Company's database and understanding more about audiences to inform future work and planning.

- Supervise the Communications and Legacy Coordinator maintaining appropriate filing for all marketing and press materials originated from the company and external partners.
- Provide regular marketing and communications updates with the Company's Senior Management team and staff.
- To be in regular communication with Akram's Executive Assistant regarding Karas projects and providing support towards marketing materials when needed
- To undertake other duties as may be reasonably required.

Person specification

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

Essential skills / qualities

- Two or more years' experience of working in a Marketing or Press department, ideally for an arts or entertainment organisation, and of devising marketing and audience development campaigns
- A keen storyteller with excellent written and verbal communication skills, and able edit content for different channels (web, social media, PR and email)
- Strong digital marketing expertise, with experience of running social media and email marketing campaigns
- A strong visual flair and creative, but process-driven, approach to working, with the ability to coordinate a high volume of projects simultaneously and to tight deadlines
- Experience of managing staff, preferably in a Marketing environment
- Strong IT skills (Microsoft Office), and ability to use and edit digital media, including content management systems, and the aptitude to learn new systems
- Good working knowledge of digital and social media analytics and metrics
- Experience of developing production branding, creative and content, and managing a design process
- Ability to work collaboratively with artists, venues, colleagues, collaborators and other stakeholders
- Experience of working with budgets
- Understanding of how to handle a press enquiry
- A good team player, thriving in a busy environment without the need for supervision
- Excellent attention to detail and proof-reading skills
- An inquisitive, energetic self-starter with the ability to use their initiative to problem solve.
- Excellent organisational and time management skills, and the ability to prioritise and work flexibly under pressure
- 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
- Good graphic design sensibility, and Photoshop or InDesign experience
- Knowledge of ticketing systems and data analysis, and confident in reporting audience figures and sales
- Experience of creating promoters' packs and production portfolios
- Knowledge of relevant legislation; marketing codes, data protection, copyright

Salary: £40,000 pro rata plus statutory contributions to the Company's pension scheme (or alternative personal pension scheme)
 Holiday: 25 days plus public holidays pro rata
 Terms: part-time (4 days a week), 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 in person at Somerset House on Tuesday 22nd February 2022.
