

# AKRAM KHAN COMPANY

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Somerset House, West Wing, Strand, London, WC2R 1LA, UK

## MARKETING AND COMMUNICATIONS COORDINATOR

### Akram Khan Company

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In July 1999 in the foyer of the Queen Elizabeth Hall in London, an animated and curiosity-filled conversation took place between the young gifted dancer/choreographer Akram Khan and an ambitious former dancer and just recently graduated arts manager Farooq Chaudhry. That conversation laid the foundation stone for a dynamic collaboration, culminating in the creation of Akram Khan Company (AKC) one year later.

Akram Khan is one of the most celebrated and respected dance artists today. In the last 22 years he has created a body of work that has contributed significantly to the arts in the UK and abroad. His reputation has been built on the success of imaginative, highly accessible and relevant productions such as *Jungle Book reimagined*, *Outwitting the Devil*, *XENOS*, *Until the Lions*, *Kaash*, *iTMOi (in the mind of igor)*, *DESH*, *Vertical Road*, *Gnosis* and *zero degrees*. The Company also continues to build a meaningful footprint in the UK and beyond with its curated engagement programmes.

### Upcoming Plans

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In April 2022, the Company's latest projection *Jungle Book reimagined* received its World Premiere in Leicester and continues to enjoy a busy programme of international touring. This year, plans are underway for a new production as well as a number of other projects.

### Company Values

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*Through the meeting of worlds, we invite people to see, dream and reflect on the beauty and complexity of being human.*

- Courage
- Curiosity
- Caring
- Collaboration
- Connection

Our values are reflected throughout the company; in our productions, in our organisational structure and in the worldwide relationships we build and maintain with artists, collaborators, venues, festivals and funders.

### Job Description

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The Marketing and Communications Coordinator provides support and coordination to the development and implementation of existing and new process-led projects, in collaboration with the Marketing and Communications Manager and the wider team. This is an exciting time to join the organisation as this role will be key to communicating and developing the Company's range of activity to our digital audiences around the world.

### Key Responsibilities

### 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, curating and delivery communications across social media, the Company's website and email newsletter
- Report on social media and the website using reporting tools
- Develop website architecture and structure alongside the Marketing and Communications Manager and our external partner COG
- Maintain and update Company content online

### Tour Marketing

- Proofread brochures, programmes and other venues' marketing material
- Proofread webpages of all venues and liaise with presenters to ensure the Company is being accurately represented worldwide
- Assist the Marketing and Communications Manager with marketing material and marketing campaigns for UK and international performances and events
- Coordinate the collation of audience data following performances
- Update marketing packs for AKC's productions to distribute to venues' marketing teams
- Assist with commissioning production photography
- Update production portfolios including images, videos, design, production, distribution, and overseeing effective file management and updates

### Press

- 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
- Assist the Marketing and Communications Manager with the creation of briefing documents, PR requests and events

### Marketing and Communications Admin

- 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
- Support with the delivery of the Impact and Insight Toolkit and Audience Finder / Show Stats
- Update marketing databases, 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 external partners

### Other

- Provide general administration support for Marketing and Communications Manager
- Assist the Marketing and Communications Manager with the coordination and logistics for the delivery of the projects
- Assist with audition callouts, applications and follow-ups in collaboration with the Administration and Legacy Coordinator
- Attend weekly staff meetings and relevant training sessions
- Other duties as required within a small team

### **Person Specification**

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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 proofreading 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
- Must have the rights to work in the UK

Desirable skills / qualities

- Knowledge of the dance sector, and regional and international theatre scene
- A flair for social media and/or photography
- Photoshop or InDesign experience

Salary:	£27,000 pro rata - £16,200 per annum - plus statutory contributions to the Company's pension (or alternative personal pension scheme).
Holiday:	Entitlement will be pro-rated based on 33 days of holiday per year, including UK bank holidays
Terms:	Part time (three days per week between Monday – Friday), permanent Location and hours: Somerset House, London. While office hours are 10am - 6pm with a 30-minute unpaid lunch break, 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](mailto:applications@akramkhancompany.net) with the subject 'Marketing and Communications Coordinator'.

**Applications must be received by 12pm UK time on Monday 10 April. Interviews will be held on Tuesday 18 and Wednesday 19 April.**

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