

# Information on the position of Communications and Engagement Officer

Theatre and Dance NI is the support agency for theatre and dance sector in Northern Ireland. The organisation is the product of a successful merger of Theatre NI and Dance Resource Base in 2020.

Our primary objectives are:

* to connect, develop, represent and champion the theatre, dance and performing arts sector
* to support and champion all our members, and
* to work with our partners to advocate for a thriving theatre, dance and performing arts ecology in NI and beyond.

This is a unique opportunity for the successful candidate to bring their skills to a thriving business who are in an exciting stage of transition and growth. Their work will have a direct effect on the achievement of the company’s vision and strategy.

Theatre and Dance NI are committed to an inclusive workforce and encourage applications from people who are currently unrepresented in the cultural sector. We particularly encourage applications from people who are from ethnic backgrounds, LGBTQIA+, d/Deaf, disabled, neuro-diverse, have long-term health condition/s or are from a lower socio-economic background.

Office location: Theatre and Dance NI

Crescent Arts Centre

2-4 University Road

Belfast BT7 1NH

Travel in Northern Ireland, Republic of Ireland and other parts of UK/Europe may be required.

**Please note all staff are currently working using a hybrid model, working from home on Monday and Friday and working from the office Tuesday, Wednesday, and Thursday. The successful candidate would be required to work in the office Tuesday, Wednesday, and Thursday and the fourth day would be negotiable.**

Working Hours: 30 hours per week

Company office hours are 9.00am – 5.00pm.

There will be occasional requirement to work evenings and weekends.

Salary: Salary - £17,160 - (plus 3% employer pension contribution) per annum. (£21,450 full time equivalent)

Conditions:This is a fixed term contract for three years. A probationary period of 6 months will apply. Continuation of contract will be dependent on funding.

Expenses: Relevant work expenses will be reimbursed by prior agreement (where reasonably incurred and properly documented). Approved mileage reimbursement for work-related travel by monthly claim.

Leave: 25 days annual leave pro rata plus Bank Holidays. TOIL given by negotiation for work over and above agreed hours.

**Company Information**

Theatre and Dance NI is the member driven representative body and resource organisation which works to advance, support, develop and advocate for theatre and dance in Northern Ireland.

We are dedicated to supporting and developing theatre and dance as a force for change, enriching people’s lives and communities and placing artform and practice at the centre of civic and cultural life. Our vision is one where theatre and dance are exceptional: of and from Northern Ireland, its people, their engagement and practice. It will be a diverse, inclusive and fair; strongly ambitious, professional; collaborative, well-connected and supported sector; which is valued and accepted as a key contributor to creating and sustaining a vibrant, healthy society.

We achieve our aims through artist and company skills development; partnership working, a programme of bursaries, training, residencies and delivery of major sector initiatives including Edinburgh Spotlight on Theatre and Dance, Catalyst, Artist Development and Youth & Dance Theatre initiatives.

At our core is dedicated support to our members through our Membership Assistance Programme, which provides essential confidential counselling and wellbeing support services.

TDNI brings a vast sector together to speak with one collective voice, to share resources and expertise, promote collaborative working to realise the true value of the sector and its talent.

**Our strategic objectives** for 2022/23 will focus on four key aims: **Connect**; **Develop**, **Advocate** and **Support.** Our priorities will be to strengthen our organisational base to enable us to better generate greater impact across the whole sector – creating the right environment to ensure artists and creators have the best support available to grow and thrive. Delivery of our programme will be a flexible hybrid model to enable us to respond to the ever-changing Covid-19 and post Covid-19 landscape.

Programme outcomes will inform the longer-term strategic direction of Theatre and Dance NI strongly aligned to a flexible Strategic Plan to be developed in consultation with the board, members, and major stakeholders in 2022/23.

**Membership**

Theatre and Dance NI’s membership includes individual theatre and dance artists and practitioners as well as youth drama groups, producing theatre and performing arts companies, venues, festivals and arts centres, and other associates. Further information on the organisation can be found on the company website – [www.theatreanddanceni.org](http://www.theatreanddanceni.org)

Theatre and Dance NI is principally funded by the Arts Council of Northern Ireland. This post is supported by the Department for Communities.



Theatre and Dance NI Charity No. NIC105810

Company limited by guarantee NI071673

**Job Description**

**Communications and Engagement Officer**

**Key Responsibilities**

* Responsible to: Deputy Director of Theatre and Dance NI

**Overview of the post**

We are looking for a Communication and Engagement Officer to help engage with and support members and stakeholders in the sector. The person will be responsible for encouraging individual practitioners, organisations and venues operating mainly in the arts sector to engage with Theatre and Dance NI. We are seeking to ensure that members and stakeholders are targeted in alignment with our communications strategy. The Communication and Engagement Officer should also ensure that new and existing members are aware of all Theatre and Dance NI’s services/support we can offer and encourage their engagement with the organisation and its services, particularly the Membership Assistance Programme and Freelancers Directory.

The post offers the successful individual the opportunity to work within a small but dynamic organisation and to gain new skills. The Communications and Engagement officer will be supported by the Executive Director and will work closely with the Project Development Officer, Deputy Director and Finance Officer

• Our members include freelance artists, venues, theatres, dance companies, producers and arts centres across NI.

• TDNI manages a range of functions including member development and engagement, training and events, and advocacy campaigns and events.

• TDNI are a committed organisation and will encourage learning in marketing and communications and generic business skills.

• We will provide relevant training opportunities.

The position requires a person with energy, flexibility, initiative and self- motivation, someone who is a team player and someone who can promote the services, values and aims of Theatre and Dance NI to a broad group of individuals and organisations across Northern Ireland. The post holder will be expected to have innovative ideas for delivering on communications and engagement.

**Membership**

* Connect and engage with people in the sector.
* Develop innovative processes, policies, and opportunities to grow, promote membership and deliver benefit to our members.
* Seek feedback from members to ensure their needs are met and the work of TDNI is relevant and attractive to members.
* Coordinate the collection, analysis and reporting of data from all events, member surveys and maintain a Membership Management software package.
* Provide a knowledgeable and positive first point for all queries.

**Communication & Engagement**

* Market all services that TDNI deliver through networking, social media channels and attending events.
* Support the administration, and programming of activities and networking events.
* Creation of content for E-zine, marketing and social media platforms.
* Disseminate relevant information on a range of platforms including email mailing lists, Mail Chimp, Facebook, and Twitter, on the TDNI website and the lists/social media/websites of other relevant organisations.
* Research social media market trends and other relevant information that helps managers develop marketing plans.
* Work with Deputy Director and the Marketing/Digital Sub-Committee to contribute to and implement the communication strategy.
* Review and assist with the re-design of the website to include working with external contractor.
* Regular collation of data and statistics for reporting purposes.
* Communicate and connect with a diverse range of members and potential members across the whole of NI and beyond (where relevant).
* Work with TDNI team on membership development drive.
* Assist in responding to queries from members and the general public about TDNI services,

resources, and general information.

* Ensuring accurate and relevant information is circulated to all networks and stakeholders.
* Assist with any other reasonable tasks as required.

**Sectoral support**

* Support the Executive Director administratively in gathering information, coordination of lobbying, advocacy for members.
* Evaluate membership development action plan, marketing, communication strategies and tactics.
* Support and work on the marketing, communication and evaluation of activities and events

Person Specification

This section outlines the experience, knowledge, skills and attributes we require for this role. We will use these criteria to shortlist applicants for interview. Theatre and Dance NI seeks the optimum candidate who can best meet all Essential skills and most closely demonstrate the Desirable skills.

**Essential Criteria**

**SKILLS AND KNOWLEDGE**
A minimum of 3 A levels (above grade C) or equivalent.

Identify and build on connections and ideas.

Be self-motivated and take initiative.

Be personable, engaging, and able to work with people from all cultures and backgrounds.

Be a team player and work collaboratively in a way that is open, inclusive, and respectful.

Excellent verbal and written communication skills in English.

Ability to use Microsoft Office

**Desirable Criteria**

Some familiarity with, and eager to learn more about, the theatre and dance sector in Northern Ireland, the UK, Ireland & beyond.

Experience of working within the Arts & Cultural Sector in any capacity.

Ability to work flexibly when required.

Access to a car for work purposes and a full driving licence.

Familiarity with running online conference platforms, such as Zoom.

Familiarity with relevant software to include MailChimp, Eventbrite and social media platforms.

Experience of organising events.

# Completing the application form

It is important for us as employers to know as much as possible about you, the applicant. Please complete this form accurately and in full as the decision to shortlist you will be based solely on the information you provide. Please do not include any attachments.

Please refer to the Job Description and the essential and desirable criteria outlined in the Person Specification in the information pack. Please ensure you evidence your experience against each of the criteria in the Person Specification.

We will treat all documents and information received from you as confidential unless required to disclose them by a statutory body in connection with any claim which may arise out of the appointment.

# Submitting your application

Closing date for receipt of completed applications is **12.00pm Wednesday 1st June 2022.**

An electronically completed **Application Form** should be emailed to **recruitmenttdni@gmail.com**. In the Subject line, please include the following “Recruitment – Communication and Engagement Officer’. You will receive an acknowledgement on receipt.

Themethod of application is **by application form only**. Additional CVs will not be considered.

Incomplete application forms will result in your application being disqualified.

Interviews

If you are shortlisted, interviews will be held on Thursday 9th June 2022, and you will be contacted with further details.

Reasonable adjustments

We want to make sure that there is equality of opportunity in all our recruitment. Interviews will be in person. If there are any barriers to you taking part in an interview in this way, please let us know below. We will make any reasonable adjustments to allow us to fulfil your needs.

**EQUALITY OF OPPORTUNITY STATEMENT**

It is Theatre and Dance NI’s intention to ensure equal opportunity for all job applicants and to eradicate direct or indirect discrimination so that no person shall receive less favourable treatment on the grounds of: sex; marital status; religious belief; political opinion; disability; ethnic origins; sexual orientation; age or Trade Union membership. No person shall be disadvantaged by any conditions or requirements that are neither justified nor required for the job. All recruitment, promotion and training opportunities will be based on merit as measured by qualifications, experience, ability, personal attributes and job performance.

Theatre and Dance NI is an Equal Opportunities Employer.

PERSONAL INFORMATION

|  |  |
| --- | --- |
| Surname | Forename(s) (Please underline name by which you are known) |
|  |  |
| Address & Postcode | E-Mail Address |
|  |  |
| Day Time Contact Number  | Mobile Number |
|  |  |

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| --- | --- |
| Length of Notice required for current employer: |  |

**Interview Arrangements (Please note interviews will be held on Thursday 9th June 2022)**

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| Please give details of any special arrangements required at interview: |

### **Declaration**

I hereby certify that all the information given by me in connection with this application is correct to the best of my knowledge, that all the questions relating to me have been accurately and fully answered and that I possess all the qualifications that I claim to hold.

Signed: Date:

**REFERENCES**

Please give the names and addresses of two people who are able to provide references relating to your work experience and suitability for this post. One referee should be a previous employer and if possible, your present or most recent employer.

**It is policy to take up references prior to appointment.**

**Reference 1 Reference 2**

**Capacity known: Capacity known:**

**Name: Name:**

**Telephone number: Telephone number:**

**Email: Email**:

**EDUCATIONAL RECORD**

|  |  |  |  |
| --- | --- | --- | --- |
| **School or** **Institution** | **Course and** **Main Subjects** | **Year Completed/****Length of Course** | **Results** |
|  |  |  |  |

**Other Education or Training**

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| --- | --- | --- | --- |
| **Training** | **Institution** | **Dates Completed** | **Results** |
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**EMPLOYMENT HISTORY**

Detail all your employment/self-employment (if applicable) starting with the most recent. If you cannot give actual dates, please indicate relevant month. If necessary, continue on a separate page. Include any volunteering experience also.

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| --- | --- | --- | --- |
| **Dates****(Month / Year)** | **Employer’s Name****And Address** | **Job Title and Main Duties** | **Reasons for Leaving** |
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| **Why do you want to work with Theatre and Dance NI? (max 350 words)** |
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| EXPERIENCE, SKILLS AND KNOWLEDGE (1500 words)Please detail how you meet the **essential and desirable criteria** as listed in the **Person Specification** within the job information pack. The panel will use the information you provide in this section to decide how well you meet the requirements listed in the Person Specification. Please be concise, use headings/bullet points to make it clear which criteria item you are responding to (*please note the box will expand for your answer*) |
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