



**SECOND HAND DANCE
COMMUNICATIONS AND SOCIAL MEDIA CO-ORDINATOR – JULY 2024**



Photo - © Foteini Christofilopoulou

SECOND HAND DANCE

Established in 2013, Second Hand Dance has an adaptive leadership model, and is run by disabled and non-disabled Co-Directors Rosie Heafford and Claire Summerfield. We work (inter)nationally with local and regional impact creating joyful, inspirational performances and digital dance films for children and adults. We collaborate with dancers, film makers, animators,

musicians and our audiences in a co-creation process that is accessible, welcoming to all bodies, and places the audience experience at its centre.

Our work has been presented in venues/festivals across three continents: The Lincoln Centre (NY), Edinburgh International Children's Festival, Sadler's Wells, Dublin Theatre Festival, Esplanade Theatre (Singapore), Cheers! Festival (Hong Kong) and Ricca Ricca Festival (Japan). In 2016 Rosie was winner of the Arts Foundation Children's Theatre Shortlist award.

Our Vision

Our vision is a world where dance, empathy, play and exploratory movement are central to the lives of children and adults, as vital and fluent as language.

Our Mission

We create beautiful, sensory dance experiences that are accessible and welcoming to all bodies. Our work is bold and distinctive, with a rich visual and participatory aesthetic. We use movement and play to create an expanded reality, opening new spaces for expression that forge connections across generations. We inspire our audiences to carry on dancing long after a performance has ended.

Our Development

We are committed to improving the way we work, by prioritising the diverse needs of our staff and audiences and developing sustainable models for touring.

We are using the following questions to shape our development:

- What does being a disabled-led company mean and how do we practice this for our colleagues and audiences?
- How can live dance and digital work sit together and collaborate?
- How can we consider environmentally friendly modes of touring within our working model, from digital touring to overseas partnerships?

For more information see www.secondhanddance.co.uk

JOB DESCRIPTION

Terms of Engagement

Type of Engagement: Freelance

Terms: W/C 2 September 2024 – W/C 24 March 2025

Fee: £15 per hour (freelance)

Hours: Flexible working, estimated 4 hours per week

Expenses: Travel and other incidental expenses related to the role. To be agreed in advance.

Place of Work: Second Hand Dance works remotely with regular in person contact in London and the South East of England. SHD is based in Surrey.

Access: Access requirements for undertaking this role will be taken on a case by case basis and discussed with you confidentially. Second Hand Dance will undertake to meet reasonable adjustments; specific access requirements should be met by Access to Work support

Information:

Second Hand Dance are looking for a skilled and experienced Communications and Social Media Co-ordinator. The Communications and Social Media Co-Ordinator will be responsible for delivering the digital communications strategy across social media, review and update company website and co-create newsletter with support from General Manager.

Key Responsibilities:

- To create an engaging communications plan for the company
- Create engaging text, image and video content for scheduled social media posts in consultation with General Manager across Facebook, X (Twitter), Instagram and LinkedIn
- Oversee social media accounts' layout
- Ensure all content is as accessible as possible with use of image/ video descriptions, hashtags, photographers/image credits, and tagging partners
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Write copy for our show programmes and e-newsletter
- Manage company mailing lists and databases with support from Administrator. Administrator will need to be trained by Communications and Social Media Co-ordinator.
- Update and manage the company's website
- Report on digital performance using analytics tools including measuring web traffic and monitor SEO. Use data collected to influence the style of marketing for strongest engagement.
- Support Company's PR in identifying story-telling opportunities and implement ideas for any behind the scenes extras

- Ensure that all activity complies with GDPR legislation and aims for best practice
- Attend weekly meetings to check in on activity

Skills & Experience:

- Proven work experience as in communications & Marketing
- Excellent organisational, logistic and communication skills, both verbal and written
- Experience in managing time effectively, with strong ability to meet deadlines
- IT literate
- Copywriting, editing and proofing skills
- An understanding of producing accessible content
- Expertise in multiple social media platforms, including Facebook, X (Twitter), Instagram and LinkedIn
- Familiar with creating content for email newsletters using an email service provider, such as Mailchimp
- Experience in editing Websites
- Knowledge of SEO, keyword research and Google Analytics

Person Specification:

- Creative individual with a keen eye for detail
- Work well within a team and using your own initiative
- Interest in producing marketing materials for dance/theatre for children
- Interest in working with disabled artists or disabled led projects
- Confident and friendly
- Ability to work flexible hours
- Right to work in UK

How to apply:

If you are interested, please email admin@secondhanddance.co.uk with a brief paragraph about your relevant skills and experience along with a CV by **midday** on **Friday 26 July 2024**.

Interviews will be held during **W/C 5 August**.