

Northern
Ballet

Candidate brief for the position of

Communications Officer

December 2024



Contents

About Northern Ballet	4
A Centre of Excellence	6
Diversity & Equality	7
Academy of Northern Ballet	7
Northern Ballet Learning	8
The Role	10





Cover: Saeka Shirai in *Romeo & Juliet*. Photo Emily Nuttall.
Above: Helen Bogatch and Filippo Di Vilio in *Romeo & Juliet*. Photo Kyle Baines.

Who we are

Northern Ballet is a powerhouse for inventive dance, creating and touring narrative dance at various scales nationally and internationally. Bold and confident in our approach, we engage, involve and move our audiences. We reach a diverse range of people through passionate storytelling, a mastery of classical dance technique and an absolute commitment to our leading role as an international ambassador for world-class dance.

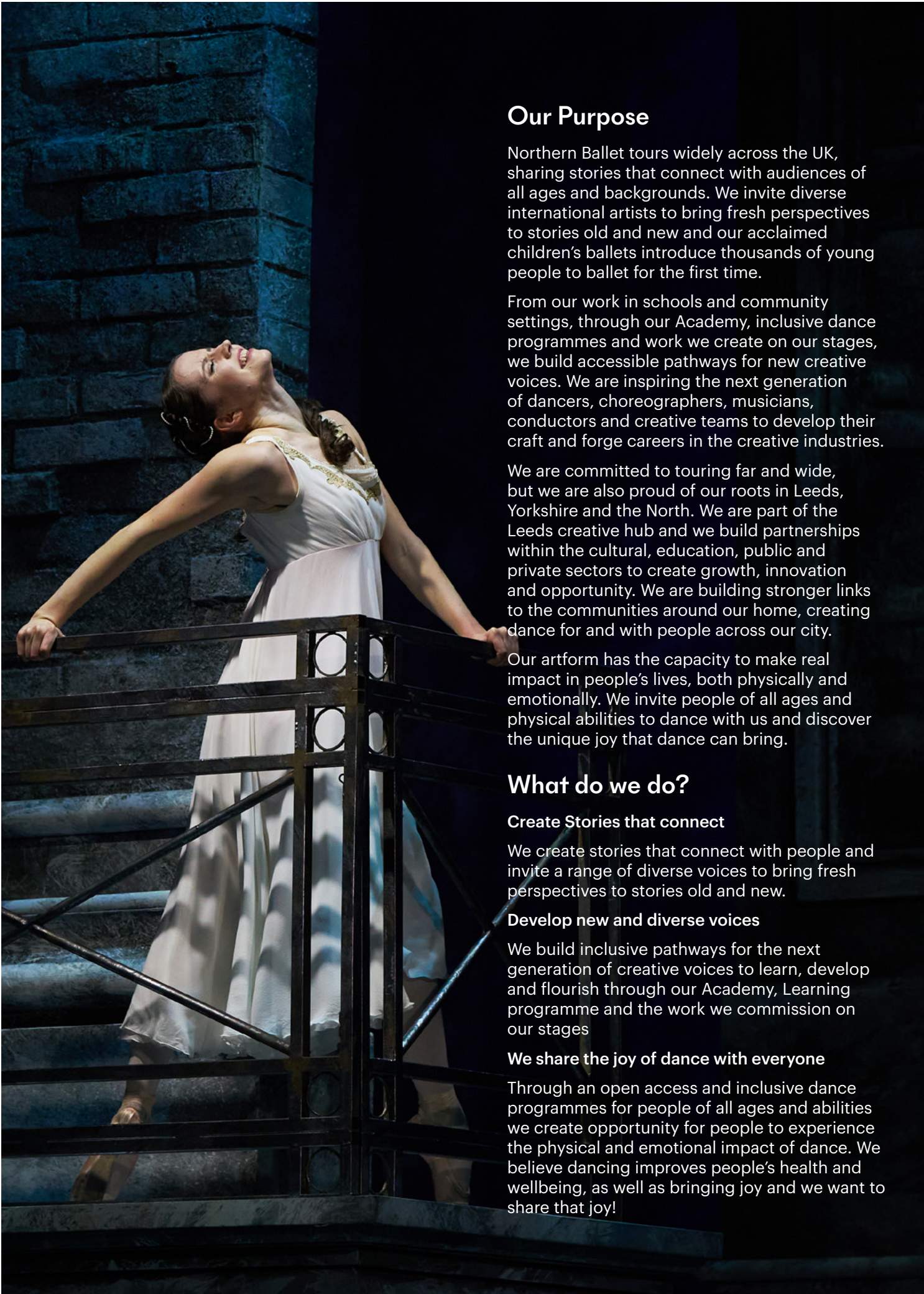
Based in Leeds with a major presence in the city, Northern Ballet tours widely across the UK, creating full-length narrative ballets, mixed repertoire, and productions specifically for children.

We have our own studio theatre in our purpose-built facility in the city centre, programming dance from UK and International companies. Our programme is supported by a wide reaching learning programme and professional training routes provided by our Academy.

Northern Ballet is a registered charity benefitting from regular funding from Arts Council England (ACE) and this is an exciting time as we embrace the ACE strategy, Let's Create, whilst developing our own new five-year vision and strategy for the Company. We have recently been successful in securing an uplift to our core grant, which will total £3,289,000 for each of the years between 2023-26.

We also enjoy support from Leeds City Council and are a key part of the Leeds culture offering. During the recent pandemic, Northern Ballet developed its digital strand creating many short and full-length films and we are keen to build on this success.

Northern Ballet has recently appointed a new leadership team with Federico Bonelli in place as Artistic Director, David Collins in position as Executive Director, and Guy Perricone as Chair. The last two to three years have been challenging for most arts organisations, but having come through Covid we have a strong foundation and exciting new leadership to take the company on to new heights of success.



Our Purpose

Northern Ballet tours widely across the UK, sharing stories that connect with audiences of all ages and backgrounds. We invite diverse international artists to bring fresh perspectives to stories old and new and our acclaimed children's ballets introduce thousands of young people to ballet for the first time.

From our work in schools and community settings, through our Academy, inclusive dance programmes and work we create on our stages, we build accessible pathways for new creative voices. We are inspiring the next generation of dancers, choreographers, musicians, conductors and creative teams to develop their craft and forge careers in the creative industries.

We are committed to touring far and wide, but we are also proud of our roots in Leeds, Yorkshire and the North. We are part of the Leeds creative hub and we build partnerships within the cultural, education, public and private sectors to create growth, innovation and opportunity. We are building stronger links to the communities around our home, creating dance for and with people across our city.

Our artform has the capacity to make real impact in people's lives, both physically and emotionally. We invite people of all ages and physical abilities to dance with us and discover the unique joy that dance can bring.

What do we do?

Create Stories that connect

We create stories that connect with people and invite a range of diverse voices to bring fresh perspectives to stories old and new.

Develop new and diverse voices

We build inclusive pathways for the next generation of creative voices to learn, develop and flourish through our Academy, Learning programme and the work we commission on our stages

We share the joy of dance with everyone

Through an open access and inclusive dance programmes for people of all ages and abilities we create opportunity for people to experience the physical and emotional impact of dance. We believe dancing improves people's health and wellbeing, as well as bringing joy and we want to share that joy!

A Centre of Excellence



Northern Ballet is one of the world's leading narrative ballet companies.

'A Company that boasts the best dance actors in the world.'

Dance Europe

'Polished, vivacious and expressive'

The Stage on *Made in Leeds: Three Short Ballets*

'Northern Ballet is back with a bang'

The Telegraph on *Dangerous Liaisons*



'Northern Ballet has never been a company to shrink from a challenge'

The Telegraph on *The Great Gatsby*

'A beautifully filmed whirl of pleasure and pain, liberty and confinement'

The Guardian on *Ma Vie*, a Northern Ballet original short film

Nominated Outstanding Company at the National Dance Awards for 7 years running

Nominated for Excellence in Touring

UK Theatre Awards 2022

Nominated Outstanding Male Classical Performance for Joseph Taylor in *Casanova*

National Dance Awards 2022

Diversity & Equality

We are proud that 40% of our dancers are from global majority backgrounds and we continue to seek opportunities to further increase diversity throughout the whole Company. We continue with our long term strategy by developing the '[Spotted!](#)' programme at local schools to ensure any child with the potential to pursue a career in ballet is nurtured and supported to do so.

We work to an accessible pricing structure in all venues, with premium tickets available alongside entry prices of around £15. Our Children's Ballets continue to be priced accessibly to reduce barriers to attendance, with an average ticket price of around just £7.

We offer accessible performances for visually impaired patrons through audio described performances in partnership with VocalEyes.

We continue to deliver relaxed performances of Children's Ballets in the Stanley & Audrey Burton Theatre and work with partner venues to encourage and support them to do the same.

At our state-of-the-art studios we deliver [Ability](#), our dance course for adults with learning disabilities and In Motion, our dance course for wheelchair users and each year we hold [Expressions](#), our festival of inclusive dance.

The Academy of Northern Ballet

We offer opportunities for people from all walks of life and of all ages and ability to experience the joy and excitement of dancing. Our [Centre for Advanced Training \(CAT\)](#) delivered in partnership with the Northern School of Contemporary Dance, continues to grow and proves highly successful in providing high quality dance training to young people enabling them to succeed in entering vocational training. CAT graduates from the ballet strand have continued onto training at the Royal Ballet Upper School, English National Ballet School, Central School of Ballet, Royal Conservatoire of Scotland, Elmhurst, the School of Hamburg Ballet and National Ballet of Canada School.

Our [Associate Division](#) offers training in classical and contemporary dance and is a less time intensive course with less focus on progression to a career in dance.

Our [Professional Graduate Programme](#) is an exciting one-year classical ballet finishing course designed to make the connection between full-time training and professional performance.

We also offer a range of Open Classes to children, young people, adults and older people of all backgrounds and ability.



Websites for Further Information

northernballet.com

digitaldance.org

northernballet.com/academy

Northern Ballet Learning

Our Learning Team is committed to creating opportunities for people of all ages and backgrounds to join in and learn about dance. We work in schools, theatres, and community settings across the UK to bring the joy of ballet to as many people as possible. From talks at theatres, to regular weekly specialist dance classes, the team works tirelessly to make ballet accessible to all.

We work in schools to support and encourage an active and creative approach to the curriculum, using the Company's narrative dance works as a tool to develop children's physical and emotional wellbeing through projects such as [Rise](#). Our Early Years work is well-established and uses popular stories to encourage creative movement play with music. We also support teachers and dance practitioners to develop their skills through regular CPD sessions and a range of resources to support the teaching of dance.

Inclusive Dance Practice is key to our success; the team have developed inclusive pedagogy across our output to ensure our teaching methodology is world-class and leading the way in making ballet more accessible. Our specialist courses include Ability, a dance course for adults with additional learning support needs, [In Motion](#), a course for wheelchair users and [Dance for Parkinson's](#). Each year we host [Expressions](#) – a festival of inclusive dance, bringing professional and community dance groups together to perform, learn, and share their passion for dance.

We believe that everyone can enjoy dance. Whether watching or joining in, experienced, or brand new to ballet – all our work is designed to be fun, creative, and inclusive.



The Role

Job Title:

Communications Officer

Location:

Based in Leeds

Reports to:

Senior Communications Manager

The Audiences & Communications department is responsible for all internal and external communications at Northern Ballet. The department supports the company's national and international tours, a digital programme, the Academy of Northern Ballet, outreach activity and fundraising initiatives. We operate with audiences at the heart of all our decision making.

The Communications Officer will join our creative and ambitious department, with a central role promoting a varied and exciting programme. You'll have the chance to use the full marketing and PR mix across a range of different campaigns. Northern Ballet has amazing resources at its fingertips, with world-class ballet dancers, multiple studios, and in-house wardrobe and technical departments. This presents an excellent opportunity for an imaginative and enthusiastic person to thrive.

Key responsibilities

- Work with the Senior Communications Manager to create and deliver communications campaigns (marketing and PR) for tour and in-house productions, to achieve financial and audience targets. This may include events in the Stanley & Audrey Burton Theatre, children's ballet tour, large-scale touring.
- Lead on communications campaigns for the Academy of Northern Ballet and Learning department.
- Support fundraising initiatives run by our Development department.
- Work with the Senior Communications Manager to deliver a CRM plan, using our CRM system Spektrix.
- Create segmented email campaigns using DotDigital, ensuring cross-over opportunities between regions, venues and strands are exploited and use this platform to give an insight into life at Northern Ballet.
- Proactively look for opportunities to grow and maintain an engaged customer base through Spektrix.
- Work with the Digital Manager to ensure events and performances are listed on our website via Spektrix and our website CMS.
- Manage design and print projects (e.g. direct mail, print and online adverts), including copywriting, creating design briefs, proof-reading and managing the sign off process.
- Create positive and productive working relationships with tour venues, visiting companies and departments to ensure campaigns are well-supported and that Northern Ballet's objectives are effectively met.
- Evaluate marketing, sales and audience insights for activities across the business, including ROI on marketing campaigns and mandatory Arts Council England reporting.
- Take responsibility for specific audience development initiatives, as agreed with the Director of Audiences and Communications, and support a culture of data driven decision making.
- Liaise with the Development department on ticket hold requests for performances, including setting up hold spreadsheets.
- Work with the Senior Communications Manager to support the PR strategy which may include setting up, managing and attending press interviews, filming, photocalls and press events including opening nights and launches.

Additional responsibilities

- Contribute content to the Northern Ballet website and social media as requested.
- Contribute towards the planning and delivery of the Audiences Strategy and Content and Communications Strategy.
- Attend Communications and Company events as and when necessary.
- Be committed to equal opportunities practice.
- Assist with cover of reception lunchtimes if required.
- Any other duties as reasonably required for the effective running of the department.
- Some evening and weekend work will be required, time off in lieu is offered.

Who we are looking for

- Through previous experience in a communications role you are confident taking responsibility for managing campaigns.
- A self-motivated person who excels in a team environment and is confident working both independently and collaboratively.
- You will be used to managing a range or priorities at once, and have tried and tested systems for balancing your workload.
- Someone with excellent written communication skills, we want you to be able to weave exciting stories around Northern Ballet's work.
- A meticulous eye for detail with outstanding proof-reading skills.
- A confident attitude so you'll be comfortable networking with journalists or picking up the phone to discuss campaign plans with partner venues.
- Some experience of analysing campaign data to make changes and improve results.

Northern Ballet strives to understand, respect and champion diversity in all its forms and believes in embracing diversity within our workforce, repertoire and practices. Therefore, we support and encourage people from a variety of backgrounds and experiences to apply. As part of our commitment to the disability confident employer scheme, we guarantee to interview disabled applicants who meet the essential criteria for our vacancies.

If you require any adjustment during any stages of our recruitment process, please contact recruitment@northernballet.com and we will be in touch with you to make the necessary arrangements. Some examples of adjustments could include sending documentation in alternative formats such as large print, braille or audio. Adapting the environment for the interview or allowing additional time for you to answer questions.

Terms

Salary:

£23,000 – £25,000 per annum

Hours:

Our full-time hours are 35 per week. We are open to applications from candidates wanting to work full-time or part-time (e.g. 4 days a week). We are based on Leeds, hybrid working is available

Annual Leave:

25 days (full-time equivalent, pro-rated for part-time roles)

Probationary Period:

6 months

Notice Period:

1 month following completion of probation period

Pension:

The Company operates a group personal pension scheme, with contributions from both the employer and the employee. Current contributions are Employer 5.75%, Employee 4.25%. Permanent full and part time staff are automatically enrolled after 12 weeks in post.

Closing date for applications:

Monday 6 January, 10am

Interviews:

Interviews will be held in Leeds w/c 13 January

To apply:

To apply, please email your CV and cover letter to: recruitment@northernballet.com by 10am on Monday 6 January

Please also complete the [Equal Opportunities form](#) found on our website.

Northern Ballet

northernballet.com

