



hofesh

POLITICAL MOTHER: The Final Cut, 2021 Image: Hofesh Shechter Company

Hello, and thank you for your interest in the position of **Digital, Communications and Content Producer** with Hofesh Shechter Company.

In this job pack you'll find further information about our company, our forthcoming projects, the job description, person specification and how to apply for this new role.

We hope this provides you with an insight of who we are, what's coming up and what it might be like to be part of our team.

We very much look forward to receiving your application and if you would like to discuss the role before applying please feel free to contact me at [info@hofesh.co.uk](mailto:info@hofesh.co.uk)

Best wishes,

Becky Ruffell, Head of Operations

Hofesh Shechter Company is an equal opportunities employer, committed to building a diverse and inclusive organisation and welcomes applications from all individuals.

Hofesh Shechter Company is a Parent and Carers in Performing Arts Charter Partner



## About us

Hofesh Shechter Company is a boundary-breaking dance company, producing exceptional work created by Hofesh Shechter, with an extraordinary company of internationally diverse dancers at its core.

Founded in 2008 and based in the UK, but playing on major stages throughout the world, our work celebrates and inspires the freedom of the human spirit.

Under the artistic direction of Hofesh Shechter, choreographer, composer and filmmaker, we deliver exceptional collaborative projects with world-leading artists and organisations; create new productions for national and international touring at large scale; Shechter II, develops emerging dancers for careers in dance and tours at middle scale; produce digital projects with global reach and, interwoven at all levels of delivery, is our learning programme (Take Part).

Across our programmes in 2019-20, we brought our work to almost 94,000 live audiences worldwide, a further 91,000 people connected with us online and via social media, and through Take Part, we engaged with over 2600 participants and young professionals. In the past year we have reached almost 1.4 million digital audiences via live streams, our films, online intensives and new productions.

In 2021, Shechter II plans a return to live theatre audiences with [POLITICAL MOTHER UNPLUGGED](#) and will feature in a new short dance film POLITICAL MOTHER: The Final Cut. Hofesh Shechter's new creation Double Murder ([Clowns/The Fix](#)) and [LIGHT: Bach dances](#), our collaboration with the Royal Danish Opera, will also premiere in this year amongst other inspiring projects.



LIGHT: Bach dances, 2021. Image: Chris Nash

## **Digital, Communications and Content Producer** **Introduction and Job Description**

The Digital, Communications and Content Producer works closely with the Artistic and Executive teams to develop the digital delivery of the company's activities, planning and producing compelling storytelling and innovative content which communicates the Artistic Director's vision, strengthens the company's brand and builds new audiences

With wide-reaching digital and communications responsibilities, this is the perfect opportunity for someone who is interested in developing a broad skillset, loves working 'hands on' in creating as well as sharing content, and relishes the chance to play a crucial role within an award-winning company.

You will have the chance to collaborate with Hofesh Shechter Company's dancers and key creatives, attend premieres, rehearsals and company events, and share the stories of a boundary-breaking dance company that strives to move itself, and its audiences, beyond reason.

### **Hours and Place of Work**

This is a full-time, fixed term contract. The post-holder may initially work from home before being located at our office in London. Our office hours are Monday - Friday 10am to 6pm, with an hour for lunch. The post-holder may be required to work weekends, evenings and travel for special events due to the nature of the organisation for which time off in lieu will be offered at agreed times.

Salary:	£28,000 – £30,000, dependent upon experience
Terms:	Full-time, fixed term for a period of 12 months initially
Holiday:	20 days plus public holidays per annum
Pension:	Workplace Pension – 3% employer contribution

Flexible working and reasonable adjustments will be considered.

## **Job Description**

Reporting to: Executive Producer

### **Purpose of the role**

The Digital, Communications and Content Producer works closely with the Executive team to develop the digital content strategy and delivery of the company's activities. This will include planning and producing compelling storytelling and innovative content which communicates the Artistic Director's vision, strengthens the company's brand and builds new audiences.

This is a new role within a growing communications team and will initially work closely with the Executive Producer.

### **Principal Duties**

- Contribute to the development and implementation of the digital content strategy and its distribution across multiple platforms to inspire, and support the growth and engagement audiences both on-stage, on film and through our learning activities and resources
- Through innovative and inclusive storytelling, demonstrate the breadth and originality of our work by embracing the diverse voices of the company and Hofesh Shechter in all forms
- Optimise the commercial revenue potential of digital sales and film exploitation of our work in line with the strategy and vision.

### **Digital Content and Production**

- Support the content and user experience on our website, working with external web developers to ensure it continues to meet the needs of our users and company
- Maintain and update existing website content, contributing to the development of new ideas for engaging web content
- Manage all social media channels and develop an engagement strategy to build communities, drive engagement and communicate the company's personality to its audiences
- Oversee all content creation across our external communications to include social media, monthly newsletters, blogs and invitations to events, recruitment packs, marketing packs, commissioning documentation and UK venue publicity
- Work with the internal team and external freelancers (including photographers and videographers) on the creation of online and live content for our digital learning programme and stage productions
- Secure approval and rights clearance for content (audio, video and imagery), as required
- Deliver the film strategy for advancing Hofesh Shechter's film, working closely with the Executive Producer
- Help to manage live-streaming, and other major broadcast events, with the support of the Administrator and producers

### **Communications**

- Lead the HSC team - including dancers and freelancers - to communicate confidently and consistently about the company's work, encouraging them to contribute to new ideas and share their voices more widely
- Develop key messages for venue partners to reach new audiences, and produce digital/print assets to support sales
- Ensure all communications, language and content promotes diversity and inclusion in line with the company's policy and commitment.

### **Evaluation, Analytics and Optimisation**

- Use analytics and tools to optimise content, SEO and user engagement to increase our impact
- Evaluate the success of our digital communications, making use of feedback and analysis tools available through Show Stats, Audience Finder and the Impact and Insights toolkit, ensuring that our requirements as an ACE organisation are also met. Use data and quality metrics to adapt plans, activities and seek out new opportunities
- Proactively investigate new opportunities and best practice in digital media and emerging technologies

### **Data and Asset Management**

- Support the ongoing maintenance of asset management and archiving requirements
- Ensure all data management and communications are compliant with GDPR

### **Additional Responsibilities**

- Attend industry events, premieres, press nights, cultivation events, important company performances and act as an advocate for the Company
- Contribute to company-wide discussions about policy, planning, future strategy and budgets and attend meetings as and when required
- At all times to carry out duties and responsibilities with regard to Equal Opportunities, diversity and dignity at work in the delivery of services and the treatment of others
- Comply with the Company's policies and practices to lessen the environmental impact of the Company.
- Be responsible for identifying and undertaking training and personal development to meet business needs
- To carry out any other duties as may be reasonably required by the Company's management.

## Person Specification

### **Essential**

- A commitment and enthusiasm for the work of Hofesh Shechter Company
- Substantial and demonstrable experience of working with digital media, ideally in a creative or arts environment, developing and delivering content and audience strategies
- Proficiency using Content Management Systems (ideally Wordpress), social media account management tools and email campaign editors
- Experience - or a demonstrable willingness to learn - of operating video cameras to capture compelling content and editing footage for online audiences
- Competency in Adobe Creative Suite (Photoshop, Premiere Pro, InDesign) or equivalent, and a curiosity to continue developing your skills
- Experience of collating and interpreting data and analytics to develop strategies and campaigns
- Strong copywriting, written and verbal communication skills
- Creative and innovative thinker with the ability to think laterally and be solutions focused
- Excellent organisation skills combined with exemplary attention to detail and clarity of communication
- Self-motivated, efficient and collaborative team member with the ability to work on your own initiative

### **Desirable**

- Experience of working in the performing arts/dance industry
- Hands on experience of producing short films and distribution strategies
- Experience of working closely with creatives, with consideration to the creation process and artistic vision when producing content and storytelling
- Experience of writing briefs for designers, and managing projects from inception to delivery, including contracting
- Experience of producing communications materials and assets for performance venues
- Experience of differentiated marketing to audience segments, with a focus on growth and increasing conversions
- Experience managing digital projects such as new website developments
- Competency in a European Language



Grand Finale Backstage 2017. Image: Gary Copeland

## How to Apply

To apply for this role, please complete the application form and email it to [jobs@hofesh.co.uk](mailto:jobs@hofesh.co.uk) to arrive no later than **12pm on Tuesday 27 April 2021**.

Please also complete our equal opportunities monitoring form which can be accessed here: <https://bit.ly/2Rlrk06> and will be kept anonymous and is separate from your application.

You will be notified on Friday 30 April, if your application has been successful.  
Interviews will be held on Friday 7 May via Zoom.

Candidates who attend an interview will then be offered the opportunity to meet or speak to a team member to gain insight into the organisational culture, as well as a chance to ask questions outside of the interview

An offer of employment is subject to satisfactory references and confirmation of right to work in the UK. References will be taken up before a job offer is made.