

The logo for Hofesh Shechter Company, featuring the word 'hofesh' in a white, stylized, handwritten script font. The letters are fluid and interconnected, with some letters having loops or flourishes. The background of the entire page is a dark stage with several bright spotlights shining down from above, creating a dramatic atmosphere. At the bottom, five dancers are captured in a dynamic pose, their arms raised and bodies arched, illuminated by the stage lights.

hofesh

HOFESH SHECHTER COMPANY

CRM and Audience Development Administrator Job Application pack

www.hofesh.co.uk

WELCOME

Hello and thank you for your interest in the position of CRM and Audience Development Administrator with Hofesh Shechter Company.

This job pack includes 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 are an Equal Opportunities employer, committed to building a diverse and inclusive organisation. We welcome and encourage applications from individuals of all backgrounds and especially from underrepresented groups within the arts including individuals who identify as Black, Asian and Global Majority backgrounds, D/deaf and disabled. We are happy to discuss any reasonable adjustments you may require as part of the recruitment process.

We are a proud London Living Wage employer and we are also a Parents and Carers in Performing Arts (PiPA) Charter Partner, offering flexible working to our team.

We very much look forward to receiving your application. If you've got any further questions about the role specification or terms before applying please contact info@hofesh.co.uk.

Best wishes

Emma Baker-Griffin, General Manager



Moving ourselves and our audiences beyond reason Join us, move yourself and inspire others

Hofesh Shechter Company is a boundary-breaking dance company producing exceptional work by award-winning HofeshShechter OBE - recognised as a 'true original', 'one-of-a-kind choreographer' (The Guardian).

Founded in 2008, we drive forward new ways of collaborating, making, and producing culture that celebrate Shechter's artistic excellence alongside an exceptional company of international dancers, collaborators, staff and freelancers.

Our values are **Creativity – Diversity – Dynamism:**

- **Creativity** – ambitious for our work and for each other, we develop high quality projects and support people to be the best that they can be.
- **Diversity** – internationalist and boundary-breaking at heart, we celebrate diversity through our creative collaborations, our artists, dancers and teams, and aim to share our passion for what we do with diverse audiences, communities and participants from across cultures and the world, especially those who are new to dance.
- **Dynamism** – in a changing world, we push ourselves to find new ways to make, experience and present dance, ensuring that we remain relevant, respectful to the environment in which we operate, generous in sharing what we learn, and sustainable for the future.

Under the direction of choreographer, composer and filmmaker Hofesh Shechter, we have redefined contemporary dance by producing groundbreaking, Olivier nominated works, captivating global audiences from New York to Tokyo and championing diverse, visionary talent. We present on world stages, in cinemas, at film festivals and online – attracting global audiences and reaching an average 150,000 + live audiences for our stage work worldwide and a further average of 1.4 million film and digital audiences.

Interwoven throughout our work, is our Shechter Moves learning, engagement, and development programme, designed to inspire and support the next generation of dance artists. We create opportunities for young people aged 14+ and early-career professionals to connect with us through classes, workshops, intensives, and our Shechter II professional development programme for emerging artists aged 18–25.

Through international venues, community initiatives, and long-term partnerships with dance schools and conservatoires in the UK and abroad, we are committed to building inclusive pathways into dance and the arts - providing a springboard for those aspiring to a professional career. Looking ahead, Hofesh Shechter Company continues to be a dynamic force in dance, marked by an exciting range of projects and collaborations. Recent work includes *Oedipus*, a landmark collaboration with The Old Vic, *Theatre of Dreams*, our latest production which continues touring the UK and internationally. We are also preparing for a new 2026 cohort of Shechter II through our industry-leading development programme for emerging dancers.

For more information visit us [@hofeshco](http://www.hofesh.co.uk)





***“It’s astonishingly beautiful,
constantly inventive”***

The Observer

INTRODUCTION TO THE ROLE

We've recently invested in specialist CRM and event management programmes to use data as a powerful tool for growth. This is a key part of our strategy to centralise Hofesh Shechter Company's audience and supporter information and gain richer insights.

As the new CRM and Audience Development Administrator, you'll be at the forefront of this initiative, working with our newly introduced systems (Monad and YesPlan) to help manage our data and unlock its potential to inform our audience development and fundraising strategies.

Your work will go beyond spreadsheets and dashboards, using data as a tool for storytelling and growth to help us build deeper, more meaningful relationships with our supporters and diverse audiences.

This role would be a great fit for someone with a passion for both data/IT systems and the arts - perhaps a recent computer science or data /business analytics graduate looking for a role with real-world impact in the creative sector, or an aspiring arts administrator who enjoys a mix of analytical and creative work.

CRM & AUDIENCE DEVELOPMENT ADMINISTRATOR

The CRM & Audience Development Administrator is a dynamic full-time role designed to provide essential administrative and data support for Hofesh Shechter Company's audience development and fundraising strategies.

This newly created position plays a crucial part in centralising and enhancing HSC's connections with our diverse audiences and supporters. Working with our newly introduced CRM and event management systems (Monad and YesPlan), you'll help collect and maintain audience data, support communications, help create compelling social/digital content and assist with fundraising and events.

This is a fantastic opportunity to gain valuable, hands-on experience in a world-leading arts company, by supporting a wide range of tasks. Working within a small, dedicated team, you will contribute directly to the company's growth and make a real impact on how it engages with the public.

Reporting to: Executive Assistant & Senior Administrator

Key relationships: Head of Development, Digital, Comms & Content Producer, General Manager
wider Company team

TERMS

Salary: £28,808 **Contract:** Full time fixed term contract to March 2027 (potential for extension)

Hours and location: Standard Hofesh Shechter Company hours are 10am-6pm, Monday to Friday. This includes a one-hour lunch break. The company currently operates hybrid working, with up to 2 days per week remotely. Some evening and weekend working is expected due to the nature of the organisation and performing arts sector for which time off in lieu is offered at agreed times.

Holiday: 20 days holiday (plus 8 days public holidays) each year with one week taken over the December holiday season After one year's service this increases to 25 days holiday (plus 8 days public holidays) each year.

Employee benefits

- Workplace pension 3% employer contribution
- Flexible working and reasonable adjustment will be considered
- Access to an external Employee Assistance Programme (EAP) for access to 24/7 mental health and wellbeing support.
- Free eye tests

Benefits to working at Hofesh Shechter Company

- A culture of creativity, diversity and dynamism that offers you the tools, space and opportunity to learn, innovate and grow
- A dynamic and committed small team with a passion for dance and strong management skills
- A landmark office location at Somerset House in central London, by the river
- We are London Living Wage employers and members of Parents & Carers in the Performing Arts
- A commitment to personal development and training
- Access to free or discounted tickets for performances where possible

KEY AREAS OF RESPONSIBILITY

1. Data Analysis & CRM System Maintenance – ensure the accuracy and integrity of HSC’s audience and supporter data

- **CRM system maintenance:** Support the efficient operation of CRM data systems by maintaining accurate records for events, audiences and donors. You will work with the team and our external providers to learn the systems, ensure data is kept up to date, validated and used effectively across teams. You’ll also help with user guides, training and data integrity.
- **Data analysis and reporting:** Provide essential statistics and monitor key performance indicators (KPIs) through CRM reports and dashboard. Assist with data for funders including Arts Council England (ACE).
- **Audience insights:** Collate weekly box office and sales figures and gather audience feedback from online and offline channels.
- **Data processing:** Ensure data and communications comply with our Data policy

2. Communications & Audience Development – provide support for Hofesh Shechter Company’s compelling storytelling and audience engagement, using CRM insights to enhance our reach and relationships

- **Audience development:** Support communications and audience engagement by reviewing digital materials, supporting social media content and administrative tasks. Research emerging trends and share ideas to improve audience engagement, especially for new audiences.
- **Merchandise & digital sales:** Help maintain and distribute merchandise and digital sales
- **Inclusive communications:** Help ensure communications are accessible and inclusive

3. Supporter Cultivation – assist with fundraising efforts, using the CRM to track relationships and support fundraising events

- **CRM for development:** Work with the Head of Development to use the CRM as a central tool for fundraising communications, for research and event delivery. Use data to deepen knowledge of our supporters and inform event planning.
- **Events programme:** Assist with event setup, sales and support, including planning, logistics, invitations and budget management.
- **Supporter communications:** Support the Head of Development by managing database segmentation for targeted communications and fundraising campaigns.

4. Company Advocacy & Organisational Development – all company roles contribute to the company’s external profile and internal growth including

- **Company representation:** Professionally represent HSC at company and industry events
- **Active contribution:** Participate in company-wide discussions on policy, planning attending relevant meetings
- **Core values:** Uphold Equal Opportunities, diversity and dignity at work and support efforts to reduce environmental impacts
- **Professional growth:** Identify and undertake personal development and training
- **Additional duties:** Undertake any other duties as reasonably required by management

PERSON SPECIFICATION

Skills, Knowledge & Expertise required for the role:

Essential

- Interest in Hofesh Shechter Company
- Some experience with CRM systems or databases (e.g. data entry and reporting); experience or a keenness to develop skills in data analysis
- Confident IT literacy, including MS Office (especially Excel), with an aptitude for learning new software and digital tools quickly
- Excellent administration and organisational skills including meeting deadlines
- Meticulous attention to detail and accuracy
- Confident and clear communicator across all channels
- Ability to deal with multiple projects at any one time
- Motivated, flexible and proactive approach to work
- Ability to work independently and as part of a team
- Experience working in a customer-focused or arts/cultural environment
- Strong interpersonal skills with the ability to build relationships and collaborate effectively with a range of colleagues

Desirable

- Personal interest in dance and/or music or a commitment to supporting artists
- Experience in data analytics, business analysis and reporting
- Experience with specific CRM systems (e.g. Monad, Yesplan) or email marketing platforms (e.g. Mailchimp)
- Experience working for a charity or not-for-profit organisation
- Confidence in using social media platforms for promotional activity



HOW TO APPLY

Send your CV and a statement (no more than two pages) telling us:

- About the skills, experience and qualities you would bring to the role and how these meet the person specification
- Using specific examples of relevant achievements in recent posts or studies to demonstrate your ability to match the criteria
- Include any relevant education and professional qualifications appropriate to the post.
- Why you want to work at Hofesh Shechter Company
- Include the names of two referees (please note: referees will only be contacted after seeking your permission)
- Details of your current notice period (if applicable)

Applications should be sent by email to info@hofesh.co.uk with the subject line CRM ADMINISTRATOR and YOUR NAME.

Please also complete our equal opportunities monitoring form [accessed here](#). This is anonymous and is kept separate from your application.

Deadline: 10am, Tuesday 18 November 2025

If you have any further questions about the role or terms, please contact us at info@hofesh.co.uk

INTERVIEWS AND OFFERS

You will be notified by **Friday 21 November** if your application has been shortlisted. **Interviews will be held on Thursday 27 and/or Friday 28 November** in person at Somerset House, Strand, London WC2R 1LA

Candidates who attend an interview will be offered the opportunity to meet 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. Please only apply if you have the right to work in the UK; HSC cannot currently offer sponsorships.

References will not be taken up before a job offer is made.





A message from Melanie, Executive Assistant & Senior Administrator

Welcome to Hofesh Shechter Company. Every day, our team is driven by a passion for creating impactful art and connecting it with people around the world. We are a dynamic charity that blends rigorous artistic practice with a sharp business mindset, based at a fantastic location at Somerset House in Central London.

The CRM & Audience Development Assistant role is incredibly varied and will be a vital part of our team. You'll work on a wide range of our projects, which is why no two days are ever the same. Our work includes producing new shows, booking worldwide tours, running workshops and coordinating applications from 1,000 young dancers for our Shechter II programme, creating digital content and fundraising for our next projects.

A real highlight for me has been seeing our new CRM and event systems go live. After months of planning, it's been incredibly rewarding to have a central place for all of our audience and supporter information. The data allows us to tailor our communications, sell our events directly and connect with people in ways we never could before.

This is a fantastic time to join us, as you will be at the heart of this exciting new chapter, playing a crucial part in implementing our new systems. If you're a proactive person who loves variety, enjoys working with a collaborative team and has a passion for both data and the arts, we can't wait to meet you!

Melanie

NOTE ON ACCESS

Hofesh Shechter Company is committed to making reasonable adjustments and ensuring no applicant is disadvantaged based on disability or access needs. If you would like further information or wish to have a detailed discussion about your requirements, please contact info@hofesh.co.uk

Physical access at Somerset House: The Hofesh Shechter Company office is located in the mid-basement of Somerset House, which is reached by either lift or a spiral staircase. Please note that the ground immediately outside Somerset House is cobblestone. Parking is not available on site.

Gender neutral and accessible facilities:

Regarding facilities, the mid-basement office area has two gendered bathrooms and one accessible facility. Further accessible facilities are available throughout the public areas of Somerset House, which include a mix of gendered and all-gender facilities.

STANCE ON AI

At Hofesh Shechter Company we understand that AI can be used as an access tool to aid with writing job applications. For those using AI programmes for their application, we ask that you make sure your answers reflect you and your experience and don't simply mirror the job description or specification back to us.

www.hofesh.co.uk

@hofeshco



Hofesh Shechter Company

Somerset House, Strand

London, WC2R 1LA

Registered Company no. 6737326

VAT no. 946132427

Charity no. 1130255



Images

Front: *Theatre of Dreams* © Tom Visser

Page 2: Hofesh Shechter in rehearsal

Page 4: *Grand Finale* © Rahi Rezvani

Page 7: *Theatre of Dreams* © Tom Visser

Page 8: Students at The Brit School in rehearsal

Page 9: *The Fix* © Chris Nash; *Grand Finale* © Rahi Rezvani

Back: *Contemporary Dance 2.0* © Stephanie Claire

Hofesh Shechter Company is supported using public funding through Arts Council England and benefits from the support of BNP Paribas Foundation for the development of its projects.



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**ARTS COUNCIL
ENGLAND**