

RAMBERT

RECRUITMENTPACK: SENIOR MARKETING AND
PROJECTS MANAGER





Peaky Blinders: The Redemption of Thomas Shelby. Photo by Johan Persson

What if...

There was a dance company where brilliant and daring people could show up and be supported to push themselves to move the world forward.

Welcome to Rambert

We believe that to give brilliant and daring people the chance to inspire others is to give them the power to change the world for the better. As one of the world's most diverse dance companies we make dance that is awe-inspiring, adventurous, dynamic and relevant, and take it to our neighbourhood, the nation and the world.

We want to hear the most exciting and radical ideas wherever they may come from and to connect with audiences and participants from all backgrounds. Through performances, dance and wellness classes and courses for people of all ages and abilities, we want to ensure we are inspiring, engaging and relevant to everyone.



We create dance shows that tour to large scale (1000+ seat) venues. We're actively building and serving a community of followers and supporters we're cultivating online at [RambertPlus.com](https://www.rambertplus.com) where as well as a subscription with hundreds of online classes and live performances we offer free membership to view dance films, behind the scenes, dancer interviews, podcasts, playlists and other inspiring content.

Under the leadership of Rambert's Chief Executive, Helen Shute and Artistic Director Benoit Swan Pouffer, we're setting ourselves ambitious goals trying new things, finding new ways to give people inspiration, ambition and belief.

Rambert is striving to be an inclusive organisation that promotes diversity and equality of opportunity. Our aim is to create a truly inclusive organisation that reflects a society where everyone can thrive and have a sense of belonging and be themselves. We aspire to achieve our cause through anti-discriminatory and anti-racist means and accept this is a journey we need to continually reflect and build on. To that end, we aim to drive inclusion, eliminate harassment and victimisation while working to advance equality of opportunity through all our processes from recruitment and operations through to the delivery of our public engagement and performances.



Ben Duke's Cerberus. Photo by Camilla Greenwell





WELCOME

Thank you for your interest in the role of Senior Marketing and Projects Manager.

It's always an exciting time at Rambert. Alongside a programme of world-class contemporary dance on stage and screen, we recently premiered a major new large scale production *Peaky Blinders - The Redemption of Thomas Shelby*, reaching 100,000 audience in the UK in its first tour and now set to perform worldwide from September 2024. We have launched new ventures Rambert Plus, our digital channel and online class subscription service and an Ofqual accredited syllabus Rambert Grades (in partnership with Rambert School) poised to reach 1000s of young dancers worldwide. We have also launched a new co-working space in our award-winning architect designed headquarters on London's South Bank, and we have a growing programme of participation projects co-designed with the communities we serve around the UK.

We seek to balance our reliance on public funding with the commercial potential in our building, productions and new ventures. Alongside this we



seek to demonstrate Rambert's credentials as a champion of inclusion, relevance and responsibility to our communities and the environments they live in.

Rambert has a track record of working with the world's best choreographers and dancers, and alongside them we need an exceptional management and administrative team who ensure we create work to the highest possible standards and make it in the best possible way. How we do things is as important to us as the work itself.

In this pack you will find:

- Background information on Rambert
- Job description and person specification
- Conditions of employment
- Information on how to apply

Further information can be found on our website www.rambert.org.uk.

If you have the skills, experience and attributes and believe in what we're setting out to do, I look forward to hearing from you.

Helen Shute

Chief Executive/Executive Producer



GOVERNANCE, STAFFING AND FINANCE

Rambert (trading as Ballet Rambert Ltd) is a registered charity and a company limited by guarantee. We are overseen by a non-executive board of Directors led by Dame Sue Street, who was appointed as Chair in January 2019. Day to day management of the company is delegated to the Executive Team led by the Chief Executive/Executive Producer, Helen Shute. Ballet Rambert Ltd is part of the Rambert group of companies comprising Rambert Trust Ltd and Rambert Productions Ltd.

We have two Joint Ventures with Rambert School: Rambert Grades and a trademark holding company.

Rambert maintains a permanent company of c. 20 world-class contemporary dancers, a fixed term junior company Rambert2 (currently on pause) and a committed and dynamic staff of 35 who deliver the company's programme. We engage freelance artists on a regular basis, including musicians who accompany performances around the UK and internationally, and a faculty of dance artists who deliver our community and participation activity.

Rambert aims to create a programme that is artistically adventurous and ambitious and whilst being financially and environmentally sustainable. Our work is funded through NPO grant income from Arts Council England; box office income; fundraising from trusts, businesses and individuals other earned income including commercial hires of our enviable building, and theatre tax relief.

Our turnover for 2024-25 is forecast to be in the region of £5-6 million.



OUR BRAND

To be successful, brands need to communicate their cause and promise – then deliver on that promise every time someone comes into contact. Rambert has invested significant energy into developing a brand model and brand strategy. This model helps us live up to our values and informs how we communicate them. Everything in the model can be evidenced but is also aspirational. It describes us on our best days – the version of ourselves we would like to be more of the time. The brand is central to our Audiences strategy but also everything we do, from commissioning, participation and community programmes, marketing, and fundraising, to our House Rules, recruitment, and staff appraisals. Please think about how you could contribute to this promise if you came to work with us.



HOUSE RULES

- Everything starts with diversity and inclusion
- Always believe it can be better
- Take us with you
- We trust each other
- Look after yourself so you can look after others
- We respect and take responsibility for our planet and its people
- Don't look back but remember where you come from
- To be superhuman, you need to be super Human

IT'S YOUR MOVE.



SENIOR MARKETING AND PROJECTS MANAGER



SENIOR MARKETING AND PROJECTS MANAGER

JOB SUMMARY

The Senior Marketing and Projects Manager plays a pivotal role in the Audiences team by leveraging the Rambert brand to design and execute strategic campaigns and manage key projects. This role supports Rambert's strategic objectives (anchored in Rambert's brand, fanbase, digital and insights strategies) by designing and overseeing campaigns and projects including touring shows, new commissions, Rambert Plus, Rambert Classroom, Rambert Grades and Rambert Works, extending our reach to a diverse and broad audience that goes beyond our immediate sphere.

The Senior Marketing and Projects Manager includes line management responsibilities.

Accountable to: Director of Audiences

Key Relationships: Audiences, Production and Development Team, Artistic Director

MAIN RESPONSIBILITIES

CAMPAIGN MANAGEMENT

- Develop and execute comprehensive marketing campaigns for Rambert's performances in London, the UK, and internationally, Rambert Plus, Rambert Works, Rambert Grades and other projects.
- Create plans using all channels with the aims to retain existing audiences and target new audience segments.
- Work closely with the Senior Marketing Manager (Partnerships and PR) to align communications and marketing plans.
- Work with agencies (e.g. AKA) and other third parties to deliver these campaigns.
- Set KPIs ensuring goals are clear and achievable.
- Compile, monitor, and analyse sales, data and audience reports, adjusting strategies based on findings to achieve objectives.
- Assess digital platform usage and data to amend strategies, ensuring Rambert Plus subscriptions are efficient and engaging.
- Write high-impact and resonating copy for brochures, websites, email marketing, and other promotional materials.
- Leverage our database and CRM to make data-driven decisions, requiring a high in-depth understanding of these tools.



PROJECT MANAGEMENT

- Oversee and manage projects that support Rambert's strategic goals (such as database, brand or website development) ensuring they are delivered on time, within scope, and budget.
- Develop detailed project plans and monitor progress against targets.
- Manage and develop good working relationships with key external partners and agencies.
- Coordinate cross-functional internal teams to ensure successful project execution.
- Provide regular project updates to the Director of Audiences and other stakeholders.

DATA AND INSIGHT

- With the support of the Director of Audiences, coordinate the gathering, analysis, dissemination, and adoption of insights from quantitative and qualitative data sources.
- Play an active role in developing new tools, systems, and platforms (e.g., CRM, G4A, websites).
- Ensure efficient use of our database and CRM to leverage data effectively in decision-making.

BUDGET AND FINANCIAL RESPONSIBILITIES

- Manage budgets: record of expenditure and income for all projects and campaigns.
- Assist the Director of Audiences in assessing spending and setting budget targets.
- Provide regular financial reports and updates to stakeholders.
- Evaluate financial performance of projects and campaigns, making adjustments as necessary to meet budgetary goals.

CONTENT PRODUCTION AND BRAND MANAGEMENT

- Line manage the freelance Digital Content Creator, guiding the production of relevant, on-brand content.
- Oversee outsourced graphic design and print or fulfill in-house graphic design needs (e.g., print and digital artwork for campaigns, promoter packs, press packs, recruitment packs, signage).
- Advise teams on the execution of Rambert's graphic identity.
- Oversee the merchandise function with support from the Fanbase Coordinator.

GENERAL RESPONSIBILITIES

- Ensure all Rambert communications and content are actively anti-racist.
- Proactively support environmentally sustainable practices.
- Promote inclusivity and diversity within Rambert.
- Attend occasional staff meetings, training sessions, and other events outside normal working hours as needed.
- Carry out any other reasonable duties as requested by the organization, in line with Rambert's policies and procedures.

This job description serves as a guide to the nature of the work required for this position. It is not exhaustive or restrictive and does not form part of the contract of employment



PERSON SPECIFICATION KNOWLEDGE AND EXPERIENCE

Rambert comprises a team of highly skilled and committed people. All staff members are expected to contribute to the company's success and engage in the life of the company.

MARKETING CAMPAIGNS AND PROJECT MANAGEMENT

- Proven experience in marketing campaign management within the arts or cultural sector including designing campaigns, setting objectives and monitoring, devising and implementing plans to reach audience and financial targets
- Successful execution of strategic marketing campaigns including copy writing for different audiences, overseeing impactful assets creation, running social media, email, off and online / paid and earned media campaigns, and managing agencies.
- Understanding of principles of audience development, audience segmentation models such as Morris Hargreaves McIntyre's Culture Segments. \
- Experience managing transformative projects, including audience development, brand photoshoots, digital transformation or innovative marketing campaigns.

DIGITAL SKILLS:

- High proficiency in leveraging CRM systems and data analytics to inform decision-making, ensuring that insights drive actionable and impactful strategies.
- Experience in managing and optimising digital product such as website content and maintenance, online platforms, social media, ensuring engagement, efficiency and growth.
- Experience in leveraging social media to run campaigns and raise profile.
- Desirable experience in leveraging emerging technologies to reach goals.
- Desirable experience in using Patronbase and Klayio.
- Desirable experience of SEO and digital channel optimization.

LEADERSHIP AND MANAGEMENT:

- Experience in leading and mentoring staff and freelancers.
- Ability to collaborate with others and contribute to the organisation as a whole.



PERSONAL ATTRIBUTES

COMMUNICATION SKILLS:

- Exceptional written and verbal communication skills, with the ability to articulate and advocate for Rambert's brand and values in a compelling and inspiring manner.
- Strong interpersonal skills and willingness to work collaboratively, with the ability to engage and motivate diverse audiences and stakeholders.

COMMITMENT TO INCLUSIVITY:

- Deep commitment to promoting inclusivity and diversity, reflecting Rambert's ethos of radical inclusivity and respect for all individuals.
- Understanding of and commitment to anti-racist and environmentally sustainable practices.



CONDITIONS OF EMPLOYMENT

Start Date:	asap
Salary:	£34,000
Employment Term:	Full-Time / Permanent
Hours of work:	37.5 hours per week, Flexible working options available.
Place of work:	99 Upper Ground, London SE1 9PP
Holiday entitlement:	25 days paid leave in addition to public holidays, pro rata.

This post carries a probationary period of three months, during which time the notice period required by either party is two weeks. Subsequent to a satisfactory review, the notice period increases to two months.

Some late evening or weekend attendance may be required. Should you work over the normal weekly hours, you will accrue time off in lieu (TOIL).

BENEFITS

Death in service benefit (4x base salary)

Employee Assistance Programme including Private GP and Counselling Virtual Appointments

24-hour confidential helpline offering financial and wellbeing support Enhanced Maternity and Paternity Pay

Enhanced Sick Pay

Free access to Rambert classes (subject to class capacity) Free Access to onsite gym

Free tickets to Rambert shows (dependent on capacity)

2 paid volunteer days per year

Discounted theatre tickets/Art Fund membership

Pension Auto Enrolment begins after 3 months



AN INCLUSIVE WORKPLACE FOR ALL

Our vision is to have a workforce that is reflective of the society we are based in therefore we encourage underrepresented groups within the arts industry to apply.

We understand that individuals who are Black, Asian and ethnically diverse are often underrepresented within the arts industry. We actively make a stance against racism; holding diversity and inclusion training and having a staff diversity and inclusion working group to ensure that we are on the right side of fighting racism.

We understand that D/deaf and disabled people are underrepresented within the sector. We will interview candidates who meet the minimum criteria for the role. Please let us know if you require any reasonable adjustments for any part of the recruitment process.

Rambert is a fully accessible building.

We are Living Wage employers because we want to help break the poverty cycle and reduce socio-economic barriers to those working within the arts.

TO APPLY

To apply, please send the below to recruitment@rambert.org.uk by **12 noon, Monday 9th September 2024**.

- A CV
- A cover letter that details your interest in the role and your relevant experience and suitability for the role referring to the key responsibilities and personal specification (max 1 side)
- An equal opportunity monitoring form

Alternative Application Formats:

To ensure that everyone has an opportunity to apply, we welcome alternative formats for your application documents. You can submit your application in writing, or if you prefer, you may submit an audio recording. If you choose to use an alternative format, please make sure the content is equivalent to what you would include in a traditional written application (no more than 1 minute) and do not include your name as all our applications are anonymised.

First interviews – Week Commencing 9th August 2024

Only shortlisted candidates will be contacted. If you have not heard from us within two weeks of the closing date, please assume your application has been unsuccessful.



FURTHER INFORMATION

For more information, please contact Recruitment.
Recruitment@rambert.org.uk

Rambert Discovery Session - Fri 30 Aug, 10.30am

Curious and want to find out more about this role?

Join this online session with Caroline Schreiber, Director of Audience, to learn more about the role, the interview process, and what it's like to work at Rambert. Submit your questions in advance in the registration or simply come to listen in before applying!

[Register here](#)

Thank you and best of luck with your application.

Rambert
99 Upper Ground London SE1 9PP Rambert.org.uk



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