

Contract for Marketing Services

National Dance Company Wales tours across Wales, the UK and internationally, and has a wide-ranging programme of dance projects and participation activity at its home, the Dance House and in communities across Wales and the UK. During a period of maternity leave, the Company is looking for a freelance marketing specialist to work with the senior management team on implementing key areas of strategic planning

Services required: Marketing management consultancy
Responsible to: Chief Executive

The contractor will be expected to help deliver NDCWales' vision; developing NDCWales' brand and marketing platforms to communicate its programme, projects and diverse participation activities. To develop strong relationships and partnerships with venues and communities to ensure that the company builds diverse and engaged audiences. The freelancer will provide line management support to the Marketing Campaigns Manager and Digital Marketing Officer. Working closely with the senior team the contractor will play a key role in ensuring that NDCWales is audience and engagement focused and delivers on its Business Plan objectives and ambitions.

The main areas of activity for the contractor will include:

1. Working with leadership team, advising the Company on developing audiences in line with NDCWales' Business Plan
2. Marketing management and strategy; monitoring the team's workloads to ensure they are working effectively for each tour campaign and project
3. Brand development and management
4. Strategic audience development and engagement with venues, using audience feedback and intelligence to inform future marketing
5. Overseeing the management of all budgets under the marketing portfolio.

This is a 10 Month freelance contract (starting from March 2019). On certain occasions more days may be asked but advance notice will be given.

2 or 3 days a week
Fixed fee plus expenses

To apply please send a CV and cover letter to Kelly Twydale, Operations Director
kelly@ndcwales.co.uk

Closing date 3rd December 2018

Interviews to be held the Dance House, Cardiff on 18th and 19th December 2018