



## **Marketing Assistant Breakin' Convention**

Breakin' Convention represents the origins and evolution of hip hop culture from around the world and around the corner. It is world renowned for hip hop dance theatre. Through its international festivals and professional development programme, Breakin' Convention is at the vanguard of the global development of hip hop theatre.

Supporting the artistic vision of hip hop theatre pioneer Jonzi D, Breakin' Convention produces its flagship annual festival at Sadler's Wells, one of the most prestigious platforms for dance theatre in the world. Since its inception in 2003 the festival has been pivotal to the development of the global hip hop theatre scene; touring nationally since 2007 and internationally since 2013, Breakin' Convention has reached live audiences of over 100,000.

Breakin' Convention is committed to the development of hip hop theatre artists by providing a variety of participatory opportunities. These include professional development programmes for choreographers, dancers and emcees, projects for young people and educational activities in schools as well as bespoke special events.

In the next five years, these projects will culminate in the opening of a new cultural centre for hip hop, including a hip hop academy, within the new Sadler's Wells venue in Queen Elizabeth Olympic Park in Stratford, east London. As well as a mid-scale auditorium, this new Sadler's Wells venue will also include a new centre for choreographic practice and will be part of the new cultural and education district alongside UAL's London College of Fashion, the V&A Museum and UCL.

### **Breakin' Convention and Sadler's Wells**

Since its foundation, Breakin' Convention has been based at world-leading dance house Sadler's Wells. Together, Breakin' Convention and Sadler's Wells create a place where artists come together to make work and where people of all ages and from all walks of life come to experience dance.

Breakin' Convention is an integral part of Sadler's Wells' artistic programme which commissions, produces and presents dance made today across a wide range of styles to audiences of over half a million people each year. Sadler's Wells' stages include our main house and the Lilian Baylis Studio in Islington; and The Peacock in the West End. We also commission and produce original work to tour to venues across the UK and around the world. Our new venue in east London will provide a stage especially for mid-scale dance work.

## **The Role**

The Marketing Assistant, Breakin' Convention reports to the General Manager and works closely with Sadler's Wells Touring Marketing Manager. They will help deliver new marketing initiatives to strengthen the programme across the organisation and externally.

## **Key responsibilities**

### **Grass Roots Marketing**

- Sending flyers to diverse communities, acts, grass-roots organisations/services and creative services locally and nationally.
- Maintaining a database of contacts including national arts organisations and grass root arts service providers
- Developing and maintaining local and national relationships and networks.

### **Digital, Social Media & Content**

- Assisting the Digital Marketing Officer in the collation and creation of social media content for Breakin' Convention's channels
- Assisting the Digital Marketing Officer in sending regular e-newsletters to the mailing list
- Assisting the Digital Marketing Officer in maintaining the Breakin' Convention website and ensuring events listings are current and up to date
- Assisting the Digital Marketing Officer in video production including editing, production and distribution

### **Marketing Administration**

- Acting as first point of contact for Breakin' Convention marketing information
- Coordinating and collating sales and attendance figures and analytical data across all Breakin' Convention activity for reporting and archive purposes
- Liaising with venues for information for print
- Ensuring the marketing information site is up to date for all tour venues

- Liaising with artists and companies to collate relevant information for show programmes
- Copy writing and proof reading as and when required
- Updating the Breakin' Convention website with relevant details about the organisation
- Maintaining the community database to ensure it is up to date and compliant with data protection regulations
- Contributing to Breakin' Convention's overall marketing strategy

### **Brand Guardianship**

- Assisting in developing a brand guidelines document that can be circulated to venues and companies
- Updating biographies for the artistic team and the organisation when required
- Ensuring brand guidelines are met by venues and companies

### **Other**

- Attend meetings, training sessions, other events and performances which may take place outside normal working hours as necessary
- Travel outside of London as and when required, which may take place outside of normal working hours
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

***THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT***

## **Person Specification**

The successful applicant will demonstrate the following skills, experience, and personal qualities:

### **Essential**

- An understanding of grassroots marketing to diverse communities
- Experience of marketing
- Understanding of and use of social media platforms
- Computer literacy
- Communication skills
- Attention to detail
- Inquisitive, proactive and takes initiative

### **Desirable**

- A passion for dance and the arts and knowledge of hip hop culture.
- Good working knowledge of the London and UK wide arts scene and audiences
- An understanding of design aesthetics.
- Knowledge of Digital Marketing

## **Terms and conditions**

Fixed term contract until 30 March 2018

Salary £12,240 per annum, based on working 24 hours over three days per week, inclusive of a one hour paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

The company offers interest-free season ticket loans

The company offers a childcare voucher salary sacrifice scheme

The company has a Death in Service insurance policy covering twice the annual salary

The company offers a Cycle to Work salary sacrifice scheme

The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (subject to availability)

### **Making an application**

A Job Description and Person Specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

Please note that although Sadler's Wells is accessible for staff as well as patrons and performers, we regret that access to the offices at The Peacock is very limited.

**Please submit the online application form by 11.59pm on Sunday 7 May 2017. Late applications will not be considered.**

**Interviews will take place on Friday 12 May 2017.**

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