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Sadler's Wells

Communications Coordinator



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Welcome

Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

The Communications Coordinator role offers you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



Background Information

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With over three centuries of theatrical heritage and a year-round programme of performances and learning activities, our mission is to make and share dance that inspires us all.

Our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

Audiences of over half a million come to our London theatres each year, with many more enjoying our [touring productions](#) at venues across the UK and around the world and accessing our content through digital channels.

Sadler's Wells Theatre has been located in Islington since the 17th century. Our venue comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' staff.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

Commissions and ground-breaking productions

Sadler's Wells commissions and presents more new dance work than any other theatre in the world, embracing the popular and the unknown. Since 2005, we have helped to bring over 170 new dance works to the stage, many of them involving our 16 [Associate Artists](#), three [Resident Companies](#) and four [Associate Companies](#) – the most exciting talents working in dance today.

Artist development and support

Sadler's Wells supports the development of dance artists and choreographers at every stage of their career. We give the next generation of artists the means to develop further through programmes such as [National Youth Dance Company](#); [Young Associates](#); Wild Card; [New Wave Associates](#); [Open Art Surgery](#); and [Summer University](#). Through the support network at Sadler's Wells, they are able to seek out new ideas and collaborations.

Nurturing artists and audiences of the future

Sadler's Wells' learning and engagement activities take dance out into the community and invite communities into the theatre, generating over 34,000 attendances annually. Our schools programmes offer access to dance, both in and out of school. There are also opportunities for people of all ages, abilities and backgrounds to take part in high-quality productions and learning opportunities, on and off our stages. The renowned [Company of Elders](#) is our resident over-60s performance group, and our annual events range from pre- and post-show talks with dance artists to classes, workshops and assisted performances.

Sadler's Wells Digital Stage

Before and during the Covid-19 crisis, Sadler's Wells has continued to connect with global audiences through its Digital Stage, an online programme of performances and workshops for people to experience wherever they are. Since lockdowns began on 23 March 2020, the programme has been enjoyed by audiences all over the world, generating over 5 million video views.

Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop theatre academy, all planned to open by the end of 2023.

The Department

The Content and Communications department, which comprises the Content, Digital, and Press and Communications teams, is responsible for strategy and delivery of:

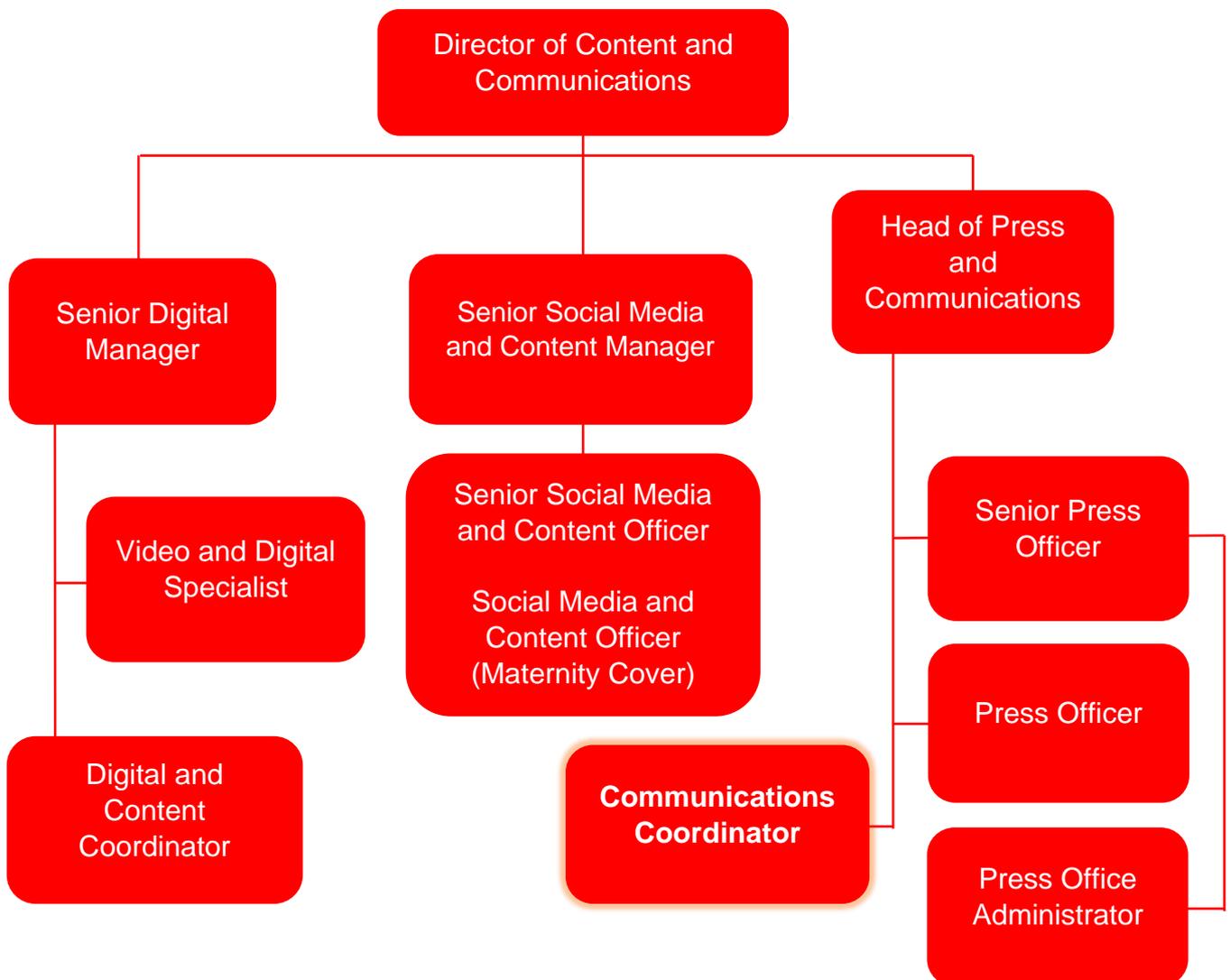
- Sadler's Wells brand and tone of voice
- Press, media and influencer relationships and coverage
- Corporate communications
- All Sadler's Wells' social media channels and YouTube channel
- Digital content curation, production and distribution
- Video production
- Website

We work to promote and support the diverse aspects of the work of Sadler's Wells, and engage our artists, audiences and stakeholders with dance, with a particular focus on developing physical and digital audiences for the future.

The Press and Communications team leads on internal and external communications for Sadler's Wells, including setting our communications strategy, messaging and tone of voice. We are the primary point of contact for influencers and press and use a variety of channels to communicate for and about Sadler's Wells.

The Press and Communications team is headed by the Director of Content and Communications and comprises of a Head of Press and Communications, a Communications Coordinator, a Senior Press Officer, a Press Officer and a Press Office Administrator.

The Content and Communications department:



The Role

The Communications Coordinator supports the Head of Press and Communications to promote awareness of Sadler's Wells as a world-leading, dynamic and inclusive dance house.

The Communications Coordinator plays a crucial role in raising the profile of the organisation with internal and external stakeholders, communicating and supporting the vision of Sadler's Wells and our artistic and engagement programmes. The work involves managing the Sadler's Wells blog and LinkedIn channel, and contributing to the communication and promotion of our plans to open a new venue in Stratford.

The Press and Communications team works closely with colleagues across the organisation, particularly within the Content and Communications department.

What are my responsibilities?

Key responsibilities

- Support the Head of Press and Communications on corporate communications, PR and internal communications for all areas of Sadler's Wells activity, including our in-person and digital work, Learning and Engagement Programmes (including National Youth Dance Company), Breakin' Convention and our new venue in Stratford
- Support the Head of Press and Communications and the Director of Content and Communications in ensuring communications about Sadler's Wells activity are aligned and cover all stakeholder groups

External Corporate Communications & PR

- Manage the Sadler's Wells blog and LinkedIn channel, including strategy, planning and writing regular posts to drive reach and engagement among our online communities
- Support the Social Media and Content team with monitoring our social media channels, and crafting posts, on occasion
- Support with editorial planning and copywriting for the website
- Support the executive office in the creation of Corporate Communications materials intended to share the impact of our work and detail progress we have made on key priorities
- Support the Head of Press and Communications on active strategic planning for Senior Management attendance at industry events, and assist with research, speeches and presentations

Internal Communications

- Gather information about the activity of other Sadler's Wells departments including Producing and Touring, Learning and Engagement and Breakin' Convention, and update the Content and Communications team so decisions can be made about how activity might be communicated externally
- Support the Organisational Development Partner on the crafting and distribution of regular internal communications emails, as needed
- Attend and organise meetings as needed, and manage the Sadler's Wells Communications Group calendar and Teams channel
- Support the Head of Press and Communications with the delivery of the Tone of Voice project and help keep it up-to-date, alongside the brand refresh being conducted by the Director of Content and Communications
- Conduct analysis and internal reporting on LinkedIn and the blog to support the Digital Content Strategy

General

- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Undertake other duties as may be reasonably required
- At all times to carry out duties and responsibilities in regard to Sadler's Wells' Equality, Diversity and Inclusion 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' premise

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.

Who should apply?

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

Skills and Experience

- Excellent communication skills and a high standard of written and verbal English [or British Sign Language if primary language]
- Experience of working in communications, ideally within the arts, or training relevant to a communications role
- Ability to work both independently and as part of a team, and demonstrate excellent organisational and time management skills
- Confident and enthusiastic ambassador and networker, able to represent Sadler's Wells effectively with a wide range of people internally and externally
- Interest in and commitment to inclusion within the arts and beyond
- Proficient user of relevant software including MS suite and social media platforms including LinkedIn, Instagram, Twitter, Facebook

Additional, but not essential

- Knowledge of the UK cultural and creative industries sector and of the issues and policies affecting it
- An understanding of writing for different audiences across a range of communications channels



Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other

- You will be offered a salary of £24,088 per annum based on a 35 hour working week, plus an additional paid meal break each day
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our comprehensive Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have a number of anti-racism commitments to make lasting changes in the way we work

Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on recruitment@sadlerswells.com.

We aim at all times to recruit the person who is most suited for the job. We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.



We welcome all applications by 11:59pm GMT on Wednesday 5 May 2021. Interviews will take place virtually on Friday 14 May 2021.

