



**We're looking
for a Marketing
& Communications
Producer**

...COULD IT BE YOU?

APPLICATION PACK: FEB/MAR 2025

Background

The organisation

Chisenhale Dance Space (CDS) has been making space for artists to lead, experiment, and create for over 40 years, serving marginalised dance artists from Tower Hamlets, London, and across the UK. We support an Artist Community that spans all ages and roles within experimental performance, including performers, choreographers, teachers, curators, producers and advocates for sectoral change. We prioritise the needs of those who have been historically marginalised, including artists of Global Majority heritage and disabled/neurodivergent artists. Our programmes are artist-led, centred on the belief that artists best understand their needs and are key drivers of change in the sector. We offer a responsive framework of opportunities and peer support tailored to the challenges artists face.

Our main activity and impact strands are:

- **Community Building:** We are committed to being 'choreographers of community,' bringing artists together and providing vital networking and development opportunities to create a more connected, creative, and caring sector.
- **Access to Affordable Space:** We believe all artists should have access to safe, affordable, and easily bookable spaces. We are committed to being London's most affordable studio space and wanting artists to feel at home, both physically and spiritually, with us.
- **Artist Support:** Being an artist is more challenging than ever, with limited opportunities. We pride ourselves on supporting artists in our community and beyond, especially those marginalised, by enabling projects that might not be possible elsewhere. Committed to sharing resources and knowledge, we see ourselves as the glue supporting artists when they have less institutional backing.
- **Influence, Advocate, and Changemake:** We seek to drive positive change in the dance and performance sector by promoting transparent, ethical, and inclusive practices - with a particular focus on anti-racist and anti-ableist practice. Through advocacy, innovative methods, and thought leadership, we aim to empower artists to embed these principles in their work and influence broader sectoral shifts.

CDS is one of three independent charities at Chisenhale Art Place, a former veneer factory on Chisenhale Road, alongside Chisenhale Gallery and Chisenhale Studios. Our location, which was central to the 'New Dance' movement of the 1980s and 1990s, continues to influence our identity and programming.



Ideas Incubator 2025, in partnership with English National Ballet, supporting CDS Artist Community Activator, Alice Tatge. Photo by ASH.

Artist Community, Committee & Our Culture

Everything at CDS happens through two key initiatives that have been carefully developed over the past few years, as the organisation has re-visioned post-Covid to proactively remove the barriers which prevent many marginalised artists from accessing the opportunities, space and time to develop their careers. Led by the input of artists, participants, staff, trustees and partners, we are focusing on ensuring that our work is anti-racist and anti-ableist. Our two key initiatives are:

Artist Community: a diverse, non-competitive collective of (currently) 200 artists who guide the organisation's ethos and programmes, fostering creative autonomy and inclusivity, with a focus on supporting marginalised artists and those lacking institutional support. Artists can take on two roles, Activator or Collaborator.

Artist Committee: a paid steering group of five mid-career freelance artists from the Artist Community, composed of Global Majority and disabled/neurodivergent members. The Committee collaborates with staff and trustees to guide strategic decisions, develop leadership skills, and establish a new model of collective governance, ensuring artists are compensated and barriers to engagement are removed.

CDS, the Artist Community and Committee work in ways that are respectful, transparent, ethical, anti-racist, environmentally conscious, and non-discriminatory. We explore positive change through the lens of the following ideas: collective, autonomy, process, generosity, equity, accountability, and accessibility.



*CDS Artist Community Activator, Lizzy Tan, performing at Making Sh*t Happen, July 2024. Photo by Lucy Hayes .*

The three pillars of the Artist Community are:

Collectivity: We know that artists' lives are becoming ever-more precarious, and competition over space and resources often feels impossible. The Community is a creative home for artists who need one - a supportive environment to take risks and try things for the first time, and to organise together around critical issues.

Autonomy: We resist the traditional model of 'artist development', whereby organisations build programmes for artists, rather than with them. We are a place where artists, staff and trustees work collaboratively to allocate resources, and where artists have autonomy to make things happen and help lead our collective direction of travel.

Equity: We are artists united by a desire to make radical change in the sector and develop anti-ableist, anti-racist, ethical and progressive practices. Our community is driven by an eagerness to decentralise power and redistribute it to those who have historically been excluded.

These three key pillars are also enhanced and underpinned by the following principles:

Process:

We prioritise experimentation and value process over product, embracing DIY, non-traditional practices, and learning through mistakes.

Generosity: We treat each other with respect, kindness, and care, sharing resources and responsibilities while meeting people where they are.

Accountability: We view disagreement and conflict as opportunities for learning, engaging courageously to hold each other accountable with transparency and care.

Accessibility: We are committed to accessibility by addressing the diverse needs of our community, accommodating different learning styles, and working off-site when our building is not inclusive.



CDS Artist Community Activator Gathering 2025.

The Role

Job Title: Marketing & Communications Producer

Contract Type: 0.4 (2 days / 16 hours) part time, 1 year-fixed term contract (with opportunity to extend)

Start Date: To be negotiated, ideally April 2025.

Salary: £11,200 per annum (£28,000 FTE)

Pension: 3% employers' contribution

Annual leave: 20 days + statutory bank holidays pro rata. CDS provides all staff members with a separate Christmas break outside this allocation.

Line Manager: Executive Director

Normal hours/ days of work: The standard working schedule consists of 2 days (16 hours total, including a lunch break), with one fixed day on Thursday and the other day flexible between Monday and Friday, from 10am-6pm. The business operates seven days a week. When weekend or evening work is required, with prior notice, time off in lieu will be arranged.

Location: To work from our office at Chisenhale Dance Space (64-84 Chisenhale Rd, Bow, London E3 5QZ) with flexible, home working available upon request.

About the Role:

As the Marketing & Communications Producer, you'll be the creative force behind CDS's digital presence, shaping how we connect with audiences and amplify the work of our vibrant Artist Community. You'll manage and innovate our busy social media and communication channels, ensuring our reach continues to grow while keeping content fresh, dynamic, and true to our brand. (You'll also get the chance to rewrite copy like this—so we can find alternatives to words like "fresh"...)

Working within a small but dedicated team, you'll play a key role in developing and delivering a bold marketing strategy, helping CDS tell its story of past, present, and future. You'll find playful, inventive ways to share our packed schedule of events and grow our work and collaborations. Beyond promoting what's happening at CDS, you'll also support the artists in our community, helping them share their work and initiatives.

This role is all about creativity, connection, and community. If you love storytelling, digital engagement, and bringing ideas to life, we want to hear from you!

All team members at CDS have flexibility and autonomy to make their roles their own, in response to their own practice and to the needs of the organisation and artists that make it up. For this reason, all the current team have independent freelance practices which they sustain concurrently to their role at CDS, which is vital to our artist-led vision important to how we work. This is a great opportunity for someone who wants a part-time role that can enhance their existing freelance work. They might be an artist or marketer looking to draw together their skills in a new way; an experienced freelancer looking to work in a venue for the first

time; or someone with transferable social media and marketing skills that wants to work more directly with artists in a grassroots context.

We're looking for someone who wants to contribute to making active change in the arts, is eager to work as part of an open, collaborative team and who is excited to put their stamp on the role and the organisation by bringing bold new ideas and approaches to our marketing and social media output.

The Marketing & Social Media Producer will work collaboratively with the Artist Community Producer and Venue & Events Producer, and is managed by the Executive Director, supporting them as required and as directed by them, in the following areas:

Marketing & Outreach

- Lead and execute marketing and social media campaigns for all CDS activities, ensuring alignment with organisational goals.
- Manage project-specific social media communications to promote performances, workshops, and events.
- Create and source engaging content (images, videos, design) to boost engagement and drive traffic to the CDS website.
- Use marketing tools to raise awareness, promote opportunities, and increase engagement.
- Regularly update the CDS website with relevant content.
- Manage marketing lists and contact databases (e.g., Mailchimp), ensuring accurate information across referral sites.
- Work with the Executive Director to develop a communications strategy that effectively tells CDS's story.
- Collaborate with the Venue & Events Producer to market studio hire opportunities to potential clients.
- Help compile content for and distribute two monthly digital newsletters.
- Reach out to specific communities to attract new audiences.
- Assist with market research and analysis to inform marketing strategies and evaluate their impact.

Artist & Organisational Support

- Stay engaged with the activities and needs of artists in the CDS Artist Community, helping promote their work.
- Advocate for CDS to attract new artists to join the community and support the recruitment process.
- Assist colleagues to organise and staff events when required.

General

- Support CDS to embed anti-ableist and antiracist practice in the programme and across the organisation
- Support CDS to develop the Artist Community as an efficient, inclusive and equitable artist-led leadership structure.

- Any other specific projects or opportunities that the Marketing & Social Media Producer is keen to get involved with or lead on at CDS within capacity.

Person Specification

Essential:

- Experience managing social media channels and leading marketing campaigns
- Proven ability to create engaging online content
- Strong creative flair
- Excellent IT skills
- Confident using social media platforms, especially Instagram, LinkedIn, and Hootsuite, with an interest in social media trends
- Proficient with digital marketing tools, including Mailchimp and Canva
- Excellent verbal and written communication skills, with the ability to connect with diverse individuals
- Strong teamwork skills and the ability to work effectively within a small team
- Commitment to anti-racist, anti-ableist, and inclusive practices

Desirable:

- Experience working in the arts, community, or similar organisations
- Experience in developing an organisational communications strategy
- Interest or experience in dance and/or other art forms in the creative and cultural industries
- Interest or experience in digital design, with a strong aesthetic sensibility
- Experience working directly with artists and an understanding of the needs of dance and performance artists

You do not have to have done this exact job before or tick all the criteria. We're looking for someone with enthusiasm and tenacity, a commitment to creating a space where artists can thrive and the ability to step into an exciting role in a small team.. We also offer training, mentorship and developmental support to all CDS staff.

Please send the following to reece@chisenhaldancespace.co.uk by the deadline below:

- CV, with two referee contacts (only contacted if offered role)
- No more than 2 A4 page covering letter OR a 5-minute video telling us why you're the right person for this role
- Please complete the equality and diversity monitoring form by [clicking here](#).

We encourage applications from those who are under-represented in our organisation and marginalised in our sector and society, especially those from the global majority, including those of African diaspora heritage, South Asian, East Asian, South-East Asian heritage, mixed heritage. Applicants from one of the above under-represented groups who can demonstrate they meet a majority of the essential criteria will be invited to interview.

We want our interview process to be open and friendly. We don't want to add pressure onto what already can be a stressful situation, so we will send interviewees our questions and the names of the panel members in advance of the interview to better reflect our working environment. We'll invite you to the building for a tour and to meet the team. If you have any access needs for the interview, we will meet them. Our imperfect home for the past 40 years has been on the second floor of a warehouse building, accessed by a staircase only. We regret that we cannot currently adequately support wheelchair users and those for whom stairs are a barrier. We are fighting for a redevelopment on our site that would create lift-access, but we are currently at the early stages of a several-years-long process. We will offer individual feedback to all unsuccessful candidates only if requested.

Applications Open: Tuesday 25th February 2025

Deadline: Midnight, Tuesday 18th March 2025

Shortlisted applicants informed: by end of Thursday 20th March, 2025

Interviews:

Tuesday 25th March or Wednesday 26th March (in person preference, online option available if required for travel or access reasons, please let us know availability)

Start date: ASAP, exact date negotiable

If you have questions about this opportunity, informal conversations prior to application can be arranged with Executive Director, Reece McMahon. Please contact reece@chisenhaledancespace.co.uk to arrange.



Diagonal Dance 'STRETCH' Conference 2024, in partnership with Chisenhale Dance Space. Photo Tiago Lopes.