

JOB TITLE: HEAD OF STRATEGIC COMMUNICATIONS

Contract: Part-time (3 days or 0.6 equivalent)
Reporting to: Director Market Development
Date: November 2023

ABOUT SYDNEY DANCE COMPANY

Sydney Dance Company – a legendary force in contemporary dance – celebrated its 50th anniversary in 2019. Since 1986 the Company has been a resident of the purpose-built studios at The Wharf in Sydney's Walsh Bay Arts Precinct, on the land and over the saltwater of Gadigal Country.

Dance changes people. It's more than simply witnessing something beautiful or engaging with culture. To experience dance is to be positively altered. In performances at venues ranging from The Joyce Theater in New York to the Shanghai Grand Theatre, the Théâtre National de Chaillot in Paris and at home at the Roslyn Packer Theatre and Sydney Opera House, Sydney Dance Company has proved that there are no passive observers in a contemporary dance audience.

The reward of transforming audiences, and the raw pride of sharing Australian art with the world, has driven our ensemble of 17 dancers, led by Artistic Director Rafael Bonachela, to become one of the world's strongest forces in contemporary dance.

Alongside Bonachela's original works, our programs have featured guest choreographers such as Melanie Lane, William Forsythe, Antony Hamilton, Gabrielle Nankivell, Stephanie Lake, Alexander Ekman, Marina Mascarell and Cheng Tsung Lung, collaborations with Sydney Festival, Australian String Quartet, Australian Chamber Orchestra, Sydney Symphony Orchestra, Sydney Conservatorium of Music's Composing Women, composers Bryce Dessner, Nick Wales and the late Ezio Bosso, visual artists Lauren Brincat and Leah Giblin, and fashion designers Bianca Spender and Romance Was Born.

Sydney Dance Company has a broad community beyond the practice and performance of our Company dancers. We believe in the universality of dance, and with over 80,000 attendances annually, we have the largest public dance class program in Australia, ensuring that each and every one of us can connect with the grace, strength and creativity of dance. Our nationwide education program offers multiple opportunities for primary and secondary students through to career focused study for Pre- Professional Year dancers and university graduates.

POSITION PURPOSE

Reporting to the Director Market Development, this new role within Sydney Dance Company provides critical expertise in strategic and internal communications and will be underpinned by impactful narrative development and engaging storytelling skills.

Working in collaboration with the broader marketing and communications team, this role will collaborate with key staff across the organisation to generate, capture and document stories and key messaging in support of all aspects of Sydney Dance Company communications and advocacy. The position will contribute to the development and implementation of an integrated communications strategy, as well as increase awareness and adoption of the Sydney Dance Company brand strategy and guidelines.

Crucial in the development of key advocacy and reporting communications and documentation, including the annual Impact Report, this role will also create and edit core material and content across multiple communications and campaign channels. In addition, this position will support the proactive and reactive communications needs of the Artistic Director, Executive Director and others as required, and assist broader teams in the development and implementation of consistent, effective, and impactful written and verbal communications across all channels, particularly for strategic engagement purposes.

The successful candidate will have a high level of skill and experience in copywriting, capturing stories and creating content for performing arts organisations with a highly developed understanding of the varied associated internal and external stakeholders and audiences, including all levels of Government and organisational leadership roles. This will be supported by an understanding of the Australian and international performing arts and cultural sector, as well as the touring environment, with a particular focus on contemporary artforms and larger scale performance. Requiring the ability to collaborate, work effectively in a team and communicate with multiple stakeholders at all levels within the organisation, this position requires highly developed attention to detail, with demonstrated ability to work under pressure with accuracy and efficiency, proven planning and prioritisation skills and an appreciation of the performing arts.

KEY ACCOUNTABILITIES

Story Generation and Capture

- Collaborate with key staff across the organisation to generate, capture, and document stories and key messaging to support all aspects of Sydney Dance Company communications and advocacy.
- Work with key staff across the organisation to contribute to the development and implementation of an integrated communications strategy across all brand pillars – performances, classes, training, and venues.

Brand

- In consultation with the Director Market Development, increase the awareness of the brand strategy and brand guidelines within the organisation, including each sub-brand as relevant.
- In consultation with the Director Market Development, create a shared language, style guide and tone of voice within the brand and sub-brand guidelines.
- Coach and support staff on the implementation of shared language as per the brand and sub-brand guidelines.

Content

- Manage the contributions to the annual Impact Report (February - April) and create and edit content as required.
- As directed, lead the development of other key advocacy and reporting communications and documentation in collaboration with relevant staff, including submissions to Government.
- Create and edit core material on the Sydney Dance Company website and other channels with a tone of voice that supports the brand strategy and brand guidelines.
- In conjunction with Marketing Manager, Artistic and Programming teams, create the content for performance programs, and core copy for annual subscriptions, performance seasons, and other Company campaigns.

Internal Support

- Support the proactive and reactive communications needs of the Artistic Director, Executive Director and others as required. This includes speech notes for Company events, digital content, and, in collaboration with the Head of Media Communications, media requests.
- Assist broader teams in the development and implementation of consistent, effective, and impactful written and verbal communications across all channels, particularly for strategic engagement purposes, including to all levels of Government.
- Assist with the proofing and approval process for collateral and other content.
- Contribute as a collaborative and active member of the Marketing and Communications team.

KEY WORKING RELATIONSHIPS

This role reports to the Director Market Development, and will work closely with the Executive Director, Artistic Director, and all members of the Senior Leadership Team. Working directly in the marketing and communications team, particularly with the Head of Media Communications and Marketing Manager, this role will also be a key internal resource for all parts of the organisation involved in the development of effective strategic communications.

Skills and Experience

- High level of skill and experience in writing and creating content for performing arts organisations including marketing campaigns, websites, programs, and annual Impact Reports, with a highly developed understanding of the varied associated internal and external stakeholders and audiences.
- Experience in development of proactive and reactive communications for Government stakeholders and organisational leadership roles, including speech notes.
- Experience in training and coaching staff.
- An understanding of the Australian and international performing arts and cultural sector, and touring environment, with a particular focus on contemporary artforms and larger scale performance.

Personal Competencies

- Ability to collaborate, work in a team and communicate with multiple stakeholders at all levels in an organisation.
- Outstanding written and verbal communication skills, highly developed attention to detail, with demonstrated ability to work under pressure with accuracy and efficiency.
- Proven planning and prioritisation skills, with an ability to effectively innovate based on insights.
- An appreciation of the performing arts, and particularly contemporary practice and/or dance.
- Alignment with Sydney Dance Company's organisational values and policies.

TERMS AND CONDITIONS

Part-time role (0.6 or 3 days equivalent) generally within the core operating hours of 9am – 6pm Monday to Friday. Some outside of usual hours work may be required in response to organisational activities.

- Salary is dependent on skills and experience.
- Three-month probation period.
- Must have a current NSW Working with Children check prior to employment.
- Four (4) weeks annual leave, pro-rata based on part-time nature of this role.
- Complimentary tickets to Sydney Dance Company productions, subject to availability.

The position is based at Sydney Dance Company, on the land and over the saltwater of the Gadigal at the Walsh Bay Arts Precinct, Wharf 4/5, 15 Hickson Road, Dawes Point, NSW.

- Sydney Dance Company is an accessible venue.
- Some travel outside Sydney may be required.
- Working from home is managed in accordance with Sydney Dance Company policy, noting the in-person nature of most Sydney Dance Company activities, a highly collaborative organisational culture and the part-time nature of this role.

APPLICATION PROCESS

Please forward your application by email to

Lou Oppenheim (she/her)

Executive Director | Sydney Dance Company

lou@sydneydancecompany.com

Your application should include:

1. Your Curriculum Vitae (no more than 3 pages, and including 2-3 professional references)
2. A cover letter summarising how your experience is applicable to the role as outlined in the Key Accountabilities and Selection Criteria (no more than 1 page).
 - *Note:* There is no requirement to individually address each accountability or selection criteria. Selected candidates will be asked to expand on this in the interview process.
3. Two (2) – Three (3) externally published examples which illustrate your written communication skills (no more than 2 pages each. Can be an excerpt from a longer document). These can be provided as links and/or attached to your application.
4. An indication of your earliest availability to commence in the role if you were to be successful.

Applications close **Tuesday 14 November 10am AEDT.**

You must have the right to live and work in Australia to apply for this role.

Sydney Dance Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+) people.

If you need any specific support to complete the application process, please contact

Amy Burrows (she/her)

Executive Assistant | Sydney Dance Company

executiveassistant@sydneydancecompany.com or +61 2 9258 4809