



## **RETINA DANCE COMPANY Recruitment for MARKETING ASSISTANT**

Thank you for your interest in the post of Marketing Assistant. This pack includes:

- Company information
- Job description
- Person specification
- Terms and conditions
- Application form

Please submit the application form and your CV by email and post by 5pm on Friday 11<sup>th</sup> June 2010.

Interviews will be held on Monday 21<sup>st</sup> June in Nottingham.

Best wishes

Natalie Gordon  
Producer

**Retina Dance Company  
College Street Centre, Nottingham, NG1 5AQ, 0115 947 6202 (225)  
[www.retinadance.com](http://www.retinadance.com)**

## Retina Dance Company Information

Retina Dance Company, under the artistic direction of Filip Van Huffel, have established themselves as innovative and dynamic voices in both the British and European contemporary dance scene. Founded in 1995, Retina has created eighteen company works to date and has toured throughout the UK, Belgium, France, Germany, India, Italy, Portugal, Switzerland and Venezuela.

Retina create and tour contemporary dance works that comment on today's society through close observation of people, their physical quirks, movement and spatial behaviour. Retina's choreography is characterised by physically vibrant movement, compelling energy and ground-breaking partner-work encased in an artistic atmosphere.

Retina's early works **Battery, Crave, Pit**, and **Tweeling** attracted a three-year sponsor, ABSA and London Arts funding which enabled them to develop Filip's choreographic style and to identify their strengths. Since 1999, Retina has been supported by both British and Belgian funding organisations. Through their support, they created full-length productions: **Hard Shoulder** in 1999, **Oxygenius** in 2000, **Toxin** in 2001 and **X :** in 2002. During 2003, Retina created two productions, **Freeze**, a Dance for the Camera BBC/ACE production with director Lucy Baldwyn and their touring production **Me:Mo**.

In 2004, Filip broke the 'creation - tour' cycle to give himself some time for experimentation with his choreography and movement vocabulary. It was an invaluable period, allowing Filip to explore his full potential, and to create a new vision for the company. Funding was obtained from Arts Council England, East Midlands to support organisational development and artistic research and to relocate from London. As a result, Retina now has an office base in Nottingham UK and in Antwerp Belgium, and has been able to develop the management, education and marketing aspects of the company. It has been an incredibly exciting period and Retina is enjoying the chance to develop their role as a regional resource for dance as well as their national and international profile, incorporating their touring productions, workshop programmes, professional training and community projects.

In 2005 Retina produced **Eleven stories for the body, distance to our soul**, a production that used eleven different texts created specifically for the piece, some of which were obtained through a writing competition. The work toured widely with great success.

In 2006 Retina led a professional development project **PAGE1** for graduate dancers to gain experience and skills within the dance field in a large-scale project across the East Midlands. **The boy who never grows old** was produced as a touring work within this project and due to its great success with audiences across the region, Retina kept the work in their repertory for national touring.

In 2007 Retina produced **This is not a body**, a production that used surrealist art as its inspiration through a collaboration with visual artist Brian Hartley. This work toured throughout 2007 and 08 with an excellent response to the beauty and power of the work and the dancers.

In autumn 2008 Retina produced a 30-minute production **Relative Danger**, created specifically to be accessible to wide ranging audience groups and was performed alongside a lecture demonstration that opened up the choreographic process to the audience.

**Antipode** was produced in 2009 for a premiere in Hamburg's DanceKiosk festival in July 2009. A full-length production for an all male company astounded audiences with extreme technique, energy, power and sensitivity set to a beautiful musical score by composer Joris Vanvinckenroye.

Currently **La Lutte** is in creation for a premiere in Edinburgh Festival in July 2010. This male duet explores the struggle to communicate with self and one another, and is set in a wrestling arena. **La Lutte** will tour both independently and in a shared bill with **Antipode** through 2010 and 2011.

Throughout all of their touring productions, Retina continues to develop their participatory programme of activities that encompass one off workshops, week long residencies, collaborations and site specific projects. Retina also has a youth dance company that perform work created by Filip Van Huffel or company members. **Retina Youth Dance Company** will be performing in the Youth Dance England's U-Dance competition in July 2010, representing the East Midlands.

Retina is concentrating its efforts this year on developing an organisational development application for Arts Council England to enable a full time Managers post from April 2011 as well as supporting an ambitious plan of activity for the future years.

**[www.retinadance.com](http://www.retinadance.com)**

# **Retina Dance Company – Marketing Assistant job description**

## **Purpose of job**

The marketing assistant will contribute to increasing the profile of Retina Dance Company through sound marketing practice that supports the development and both short- and long-term goals of the company through a range of marketing tools.

## **Responsible to:**

The Marketing Assistant will be responsible to the General Manager (Jane Oliver), Artistic Director (Filip Van Huffel) and Producer (Natalie Gordon) for the following duties to be performed in the best interests of Retina Dance Company.

## **KEY ACTIVITIES:**

### **1. Planning and development**

- Actively engage in and contribute to the strategic development of the organisation alongside the Administrator, Manager, Producer and Artistic Director
- Attend team planning meetings as required
- Contribute to a long-term profile raising marketing strategy

### **2. Written materials**

- Write press releases, brochure copy, publicity and marketing packs as required, in conjunction with Manager and Producer

### **3. Digital media**

- Be responsible for updating website with events as soon as they are confirmed
- Contribute to the development of new website
- Contribute to writing website information, articles and news items
- Add content to Retina pages for facebook, YouTube, twitter, flickr and Vimeo sites and any other digital media available
- Integrate digital media across different levels

### **4. Statistic collection**

- Monitor and record statistics for all online resources
- Collect workshop and performance statistics and collate data in usable formats

### **5. Press**

- Forge relationships with local, regional, national and international dance critics
- Approach critics/editors for previews and reviews for all performances
- Maintain, update and develop press database

### **6. Publicity**

- Liaise and service venue marketing and publicity requirements for performances
- Liaise with Manager to keep venue database up to date with marketing contacts
- Publicise workshops in liaison with booking organisation
- Publicise activities of Retina Youth Dance Company through appropriate networks and digital media

### **7. Networking**

- Maintain and develop relationships with venues and organisations as required
- Meet with organisations to build relationships, enhance Retina profile and remain informed about changes within sector where required
- Represent Retina Dance Company in the UK at appropriate meetings and events

### **8. Databases**

- Maintain and update dancers, contacts and press databases
- Write and send regular newsletters to all contacts in databases

# **Marketing Assistant person specification**

## **Essential**

- Degree or equivalent in dance, arts, arts management or education
- Excellent communication skills
- Good language and writing skills
- Ability to work independently
- Active awareness of current arts marketing
- Excellent computer literacy with a thorough understanding of facebook, twitter, flickr and YouTube and interest in website updating
- Experience with using IT packages such as word and excel applications
- Knowledge of the contemporary dance world
- Ability to take initiative
- A passion for contemporary dance and participatory dance activities
- Excellent interpersonal skills
- Active commitment to Equal Opportunities

## **Desirable**

- Knowledge of working with apple mac computers

## **Marketing Assistant - Terms and Conditions**

There will be a written contract of employment to include the following terms:

- The new employee will work for up to 14 hours per week for £8.00 per hour on a self-employed contract and will begin working as soon as possible.
- The marketing assistant is solely responsible for paying tax and national insurance contributions on all payments. Payment will be made monthly on the first working day of each following month.
- If additional hours are required to accomplish tasks during busy periods these must be discussed and agreed with the Manager or Producer.
- The office base is at College Street Centre, Nottingham. If travel is required outside of Nottingham, expenses will be reimbursed on submission of receipts.
- The period of notice is four weeks in writing on either side.
- The contract shall be terminated immediately in the event of a) the Manager breaching the obligations herewith, b) bankruptcy or insolvency of the Company.
- A monitoring process shall be agreed between the marketing assistant and Company.
- All staff are obliged to act within the company's equal opportunities policy, child protection policy and code of conduct.



<b>Please describe why you are interested in this post</b>

<b>In relation to the job description and person specification please indicate why you consider yourself suitable for the post</b>

<b>Please give name and contact details of 2 referees, one of whom should be your current employer and must be able to substantiate your suitability for the post and personal skills. Please provide name, job title (if appropriate) address, email and telephone contact details plus their relationship to you.</b>	

<b>Signature</b>	
<b>Date</b>	

**Interviews for both jobs will be on Monday 21st June in Nottingham**  
 Please send your signed application form and CV by 5pm on Friday 11<sup>th</sup> June to:

Joanna Smuga-Lumatz  
 Retina Dance Company  
 College Street Centre  
 Nottingham  
 NG1 5AQ

Please also email your application to: [admin@retinadance.com](mailto:admin@retinadance.com)