

Studio Wayne McGregor Development and Marketing Coordinator



ABOUT
STUDIO WAYNE
MCGREGOR



Job Description

Location of role:
London, E15 2GW

Placement hours: 35

Working pattern:
F/T Mon-Fri, hybrid

Placement length:
12 months

Salary: £27,000

Studio Wayne McGregor is a national dance charity, with the work of Artistic Director Wayne McGregor at its core and a world-class dance studio in East London as its home. SWM's work branches across Company Wayne McGregor, a company of 10 professional dancers which exists to create and perform the new works of Wayne McGregor; licensing of McGregor's pre-existing works around the world, to professional and non-professional dance companies; and a programme of artist residencies, sector support, and learning & engagement projects, which bring other artists and communities into the SWM world. SWM is made up of a small team of around 14 core staff, along with a wider team of freelancers who we engage to create and support our activity.

www.waynemcgregor.com



STEP





Studio Wayne McGregor is looking for an organised and motivated Development & Marketing Coordinator. The successful candidate will supporting all aspects of their work in an administrative capacity. This role will also carry responsibility for data gathering and internal activity tracking at Studio Wayne McGregor, so fluency with data and good communication skills are key. The right candidate will be highly organised, detail oriented, and thorough.

TASKS AND RESPONSIBILITIES

Development

- Administrate Development income and maintain up-to-date records, including liaising with the finance team.
- Become a first point of contact for lower-level donors and for Trusts & Foundations.
- Support with research into potential new donors, gathering information and keeping track of deadlines.
- Provide administrative support of Fundraising events including managing RSVPs, itineraries, arranging catering, booking transport.
- Coordinate and arrange tickets for performances & events, working with the delivery team to understand the individual arrangements for different performances.
- Support a successful grant pipeline by logging reporting & crediting requirements, gathering monitoring & reporting data from the wider delivery team.
- Draft small grant applications where appropriate.
- Support with administration around Corporate fundraising and Arts Council England.
- Effectively keep records and organise resources in the internal Development SharePoint area.
- Track upcoming activity across the organisation, circulating weekly updates.
- Gather and input figures into spreadsheets for all

activity to track environmental impact.

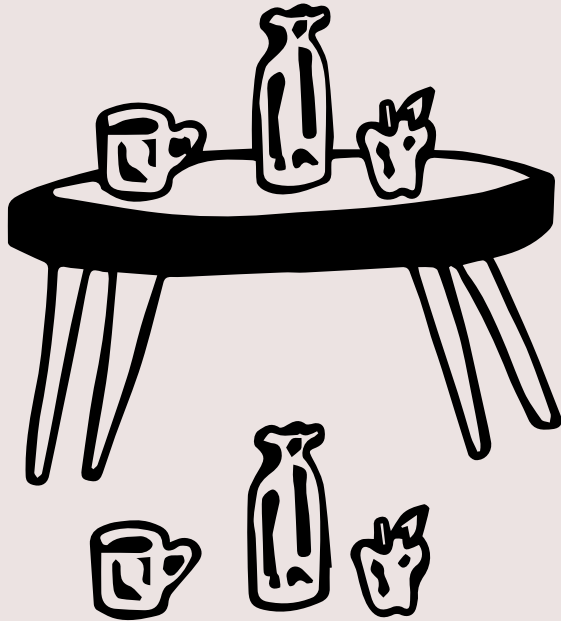
- Help maintain Studio Wayne McGregor's CRM database.

Marketing

- Coordinate the gathering & checking of copy, images etc. for the creation of marketing assets.
- Maintain an organised Marketing SharePoint containing marketing assets for each work e.g. approved & press images (including re-captioning), selected press quotes, and selected programmes, working with the Archivist.
- Maintain a Marketing timeline, supporting the Development & Marketing Manager to meet deadlines and manage responsibilities for the creation of assets.
- Maintain the Studio's YouTube site, overseen by Development & Marketing Manager.
- Create & distribute our key newsletters with input from line manager plus website administration including making updates & creating new pages.
- Use web analytics to generate statistics for annual surveys and track SWM's digital presence.

SKILLS AND EXPERIENCE

- Highly detail oriented and organised with the ability to work on more than one task at once.
- Able to make clear spreadsheets and follow processes to log and track data, communications, and assets such as images/copy.
- Good written and verbal communication skills
- An entrepreneurial and flexible approach with a positive attitude to change.
- Proficient using IT, especially Microsoft Excel.
- Passion for dance, digital innovation, and the arts.
- Proficiency in Adobe Creative Suite, especially InDesign and Premiere Pro.
- Experience with creating attractive visual materials, for example newsletters or social media content.
- Some experience of events planning and managing budgets

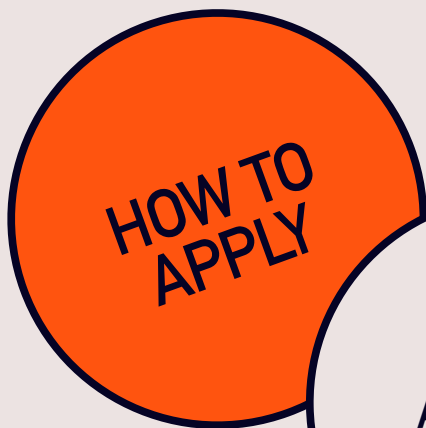


STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

YOU MUST BE

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.



Complete our STEP application form by 10am on Friday 19 July 2024.

You can upload video or audio responses.

FOR MORE INFORMATION

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/what-we-do/programmes/step-11>