

Deadline: Friday, 25 June 2021

**Dumfries and Galloway dance are seeking a Marketing Manager to work on our outdoor pop-up performance season from July-November 2021.**

**We are seeking someone, ideally based in D&G (although not essential), who can work closely with our team to plan and deliver a marketing campaign around our new Pop-up Season.**

### **About**

Dumfries and Galloway is a region built by communities with a strong history of grassroots arts projects. Dumfries and Galloway Dance aims to grow and support the region's dance ecosystem, with a specific focus on ensuring that residents have access to watch dance regularly, creating a clear career route for local young dancers and promoting the brilliant activity that already takes place here.

The project is funded by the Holywood Trust and Creative Scotland's Touring Fund, delivered in partnership with Dance Base.

As a response to COVID, we have adapted our original touring model and will now be touring 5 pieces of short (5-15mins), outdoor work across Dumfries and Galloway from July - November 2021. The works of 5 choreographers will be showcased with 3 dancers who will be based in the region during this time.

The work will be created in a way that responds to outdoor, public settings. We anticipate that audiences will not be ticketed but will happen upon the work, although some performances may be pre-arranged (outside of a school for example).

### **The Basics**

- Fee: £3,800 (equivalent of £200pd x 19 days).
- Start date: ASAP
- There will be 5 x 2-week periods where works will be presented
- The Marketing Manager will be responsible for:
  - Liaising with choreographers to obtain copy, images and credits.
  - Building a marketing strategy specific to the D&G region, incorporating print, online and social media marketing – integrating the wider activities of D&G Dance.
  - Designing marketing materials that can be used to promote the Pop-up season across the region and generate interest in D&G Dance as a whole
  - Liaising with a photographer to capture performances and moments in the community.

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- Create audience feedback templates and techniques for deploying.
- Monitor online impressions and audience feedback to develop an evaluation report at the end of the project.

If interested, please contact [robyn@culturedmongrel.org](mailto:robyn@culturedmongrel.org) with your CV and a short statement of interest.