

# GREENWICH DANCE

## WE ARE RECRUITING!

### **PR consultant**

We are seeking an experienced PR consultant or specialist arts PR agency to plan and carry out a national and local press and media campaign to launch an innovative new digital dance project and raise the profile generally of Greenwich Dance.

### **Fee and Timescale**

**Project Fee: £3000 for a fixed-term freelance contract**

**Start date:** immediate

**Finish date:** March 2021

**Closing date for applications: 5pm Friday 11 December 2020**

*\*We regret that applications received after the agreed time on the closing date will not be considered.*

**Interviews:** w/c 14 December

### **Context**

Our mission is to create quality opportunities to make, watch and take part in dance regardless of age, background or ability. Since lockdown Greenwich Dance has stayed operational in order to continue to support communities and freelancers. Our spring touring season *Up My Street* became an online project working with a community cast. Our autumn touring season took a doorstep dance tour to households and schools across the borough in celebration of Black History Month.

We have been serving our dancing communities with a wide-ranging programme of online classes as well as a brand-new online Arts Award offer for schools and individuals. Our podcast *Talking Moves* brings together artists to share practice and learning around specific topics. We have shared the mechanisms artists have used for coping with lockdown in a series *#GDLifeinLockdown* on our blog and have created a Digital Stage in which to share the work of artists and organisations from around the world.

We are now working on a revolutionary new project which will see us touring ideas rather than people in an online creation and presentation platform which has been funded by the Cultural Recovery Grant.

The concept of the platform – at its most basic - sees artists and their producers creating a ‘recipe’ for Covid-compliant work and sharing this on an online platform. The recipe for re-presenting the work can then be downloaded by another organisation and presented in their own setting by local performers and artists – with the original collaborators receiving a royalty. In this way we are touring ideas rather than people, supporting regional employment and creating a new income stream for the freelance sector.

### **Aims and objectives of the campaign**

- to launch the new online creation platform and also communicate GD’s other activities including podcasts, classes and events to the dance, arts and local media
- to create a press plan for the campaign in collaboration with the Communications & Digital Consultant
- To identify press stories and match these with media slots, in print, digital, radio and TV
- To set up interviews with Melanie Precious and artists leading on the project
- to be the press contact for Greenwich Dance throughout the campaign period
- To provide a summary report of the campaign and links or copies of press coverage achieved

### **Essential Skills**

- Experience of creating strategies and running press campaigns for arts organisations
- Record of successful press placements
- Well networked with journalists, media and press
- Good knowledge of the dance industry
- Excellent written and verbal communication skills

### **To apply**

Please send:

- Details of previous press campaigns undertaken
- A letter expressing interest in the role

Please email your submission to [melanie@greenwichdance.org.uk](mailto:melanie@greenwichdance.org.uk)

Please feel free to submit your application in an alternative format such as a video or audio if wished.

If you have any questions relating to your application do please feel free to ask.