

Marketing and Communications Manager

Organisation: Dance Professionals Fund

Location: The Dance Space, Brighton Office Based

Reports to: Executive Director

Salary: £30k-34K, pro rata

Contract: 3 days per week

Are you passionate about storytelling, digital engagement and making a difference to the arts? Do you want to amplify the voice of a vital charity in the UK dance sector and drive meaningful engagement and support? We're looking for a visionary **Marketing and Communications Manager** to lead our efforts in raising awareness, growing our community, and encouraging vital support for dance professionals across the UK.

About the Role

This is a mission driven role leading our marketing and communications, focused on visibility and demonstrating impact. Reporting to the Executive Director, you'll be the driving force behind our public voice—crafting compelling campaigns, building relationships, and ensuring our work reaches the people who need us and those who can support us. You'll shape and deliver a unified strategy that connects audiences, supporters, and partners to our mission.

Key Responsibilities

Building Awareness

Working with senior leadership to align marketing with organisational goals.

- Develop a marketing strategy to raise awareness of DPF's mission and services. Recommending and monitoring marketing spend in line with the charity's marketing budget.
- Build brand visibility across the UK dance sector.
- Prepare content for online marketing materials including grants/services information with deadlines to apply.
- Collaborate with partners to produce reciprocal social media content
- Grow awareness of DPF across all social media channels including X, Facebook, Instagram, You Tube and Tik Tok.
- Grow and engage our social media community through targeted campaigns
- Create and distribute the charity newsletter and other mailshots.
- Create compelling content and visual assets using tools like Photoshop
- Lead on the developing of audio/visual content and further online resources.
- Manage our WordPress website in liaison with our web developers
- Monitor analytics on digital channels and website, recommend improvements
- Evaluate the effectiveness of campaigns. Develop KPIs and regular reporting on marketing and fundraising performance and adjust strategies accordingly.

- Ensure all communications are inclusive and accessible, in line with DPF's commitment to equality and the Disability Discrimination Act.
- Create physical marketing materials and liaise with external services to ensure quality and messaging adhere to DPF brand.
- Represent the charity at forums and dance events as required.

Fundraising Communications and representation

Support senior leadership to align fundraising objectives with organisational goals.

- Manage our Legacy Fundraising online communications. Customise assets and attend online briefings for the annual Remember a Charity 'Will You? Campaign.
- Attend the 'Acting for Others' consortium fundraising events in person and help promote its events online.
- Create messages for donations received via online platforms such as JustGiving.

Data & Compliance

- Maintain accurate records and ensure Data Protection compliance in line with GDPR (General Data Protection Regulation) legislation.
- Ensure compliance with the Equality Act 2010 and champion accessibility and inclusion across all communications.
- Ensure any fundraising communications comply with the Fundraising Regulator requirements.

What We're Looking For

- An interest in dance, and commitment to our vision, mission, and Values
- Proven experience in marketing and communications delivery
- Familiarity with digital tools, analytics and Salesforce CMS
- Confident in using MS Office, including Microsoft Sharepoint
- A flair for working with packages such as Adobe Photoshop, Canva
- Knowledge of working with email marketing platforms (preferably Mailchimp), of managing and segmenting data
- Excellent communication, organisation and relationship building skills

What We Offer

- Flexible working hours
- 25 days annual leave + bank holidays
- Pension scheme, 3% employer, 5% employee
- Enrolment into the EAP scheme
- A supportive, values-driven team culture
- Opportunities for professional development
- Joining a small, collaborative team where creativity and compassion drive everything we do.

Why Join Us?

Dance professionals often work behind the scenes, and their challenges go unseen. At DPF, we believe in shining a light on their stories and ensuring they have the support they need. As our Marketing and Communications Manager, you'll help us reach more people, build awareness of who we are and what we do, and build a stronger and more connected dance community.

Ready to amplify our voice?

Send your CV and a cover letter by Friday 6 November 2026 to recruitment@dancefund.org.uk explaining why you're the perfect fit.

Please also fill in our Equal Opportunities form here:
<https://forms.cloud.microsoft/e/NEqwUch3mz>

Appointment to this position is conditional upon obtaining two satisfactory professional references prior to offer.

Commitment to Inclusion

Dance Fund is proud to be a Disability Confident Level 1 (Committed) Employer. We actively encourage applications from disabled people and those with long-term health conditions. We are committed to creating an inclusive recruitment process and welcoming workplace, and we will provide reasonable adjustments throughout the recruitment process and in employment where needed.

We welcome applications from candidates from all backgrounds and are committed to creating an inclusive and supportive working environment.

