

NEW CHAMELEON WANTED!

We're looking for a Digital Marketing Officer to join our team.

An exciting opportunity has arisen to join Chameleon, one of the UK's leading independent dance companies, at a pivotal moment as we rebuild and restart our programme post pandemic.

As we re-launch our dance studio following a refurbishment, develop our artistic programme and grow our learning and participation regionally, nationally and internationally, we are seeking to appoint an enthusiastic and creative Digital Marketing Officer.

Reporting to the Marketing & Communications Manager, you'll support the delivery of the overall marketing and communications strategy, by leading on the planning and production of high-quality and engaging social media activity and digital marketing campaigns. You'll create stand out content, which brings to life Chameleon's brand values and personality, and which cuts through and helps Chameleon raise its profile and reputation in the arts and culture sector and beyond.

The successful candidate will have a passion for all things social media along with an interest in how an organisation can use its digital channels to create stand out and richer engagement with audiences. We're looking for a first-class communicator who is a creative thinker and has excellent writing skills and attention to detail.

You'll also have good time management skills, plenty of self-drive and an ability to work autonomously as well as in a team.

Company Chameleon believe that diversity strengthens and enriches us, and that it is our responsibility to make the arts and cultural sector a more diverse and equal place. We are committed to building a culturally diverse workforce and therefore strongly encourage applicants from different backgrounds to apply and welcome applications from all people who are underrepresented in our sector.

To Apply:

To apply for this position, please send a CV, covering letter telling us why you think you would be suitable for the post, and a completed equal opportunities form, marked **Digital Marketing Officer – Private & Confidential** to info@companychameleon.com

Closing Date: Monday 25 October

Interviews: Tuesday 2 November

Location: Manchester

For further information about Company Chameleon visit:
<http://www.companychameleon.com/>

If you have any questions about this position, please contact:
info@companychameleon.com / 0161 223 6280

DIGITAL MARKETING OFFICER

Contract:

One year with potential opportunity to extend. We are also open to a freelance arrangement for the right person.

Location: Manchester, UK

Salary: £19,000-21,000 pro-rata dependent on experience

Holidays: 25 days per annum plus bank holidays pro rata

Hours: 2-3 days a week

Responsible to: Marketing & Communications Manager

Overall Purpose of the Role

Reporting to the Marketing & Communications Manager, you'll support the effective delivery of the overall marketing and communications strategy. You'll lead on the planning and delivery of a high-quality and engaging digital marketing plan, along with the development of other digital channels.

Key responsibilities

Campaigns

- Plan and deliver of high-quality and engaging digital marketing campaigns, which are supportive of overall strategic goals.
- Work to agreed campaign targets, including measuring, and reporting on brand impact, audience engagement and ticket sales.
- Work with colleagues across Company Chameleon to increase digital reach, engagement, and develop audiences.

Social media

- Manage Company Chameleon's social media platforms, including identifying new platforms to engage new audiences.
- Lead on the development of a new influencer database and forge new social media relationships with influencers across the dance industry locally, nationally and internationally.
- Plan, produce and publish live social media broadcasts and Instagram stories
- Tell the story of Company Chameleon on social media via live events, performances and other activities.

- Set-up and manage paid-for social media and digital marketing campaigns, such as on Facebook.
- Monitor, report and respond to audience enquiries and feedback in Facebook, Instagram and Twitter.
- Evaluate and report on activity using social media analytics.

Digital content

- Support the development of the production of high-quality multi-media content (images, film, text, gifs, etc).
- Manage external providers, such as designers, developers, film makers and photographers, to produce the highest quality digital content.
- Manage the digital content schedule and coordinate with colleagues.

Website

- Support the Marketing & Communications Manager in managing the Company Chameleon website including all content uploads and editorial updates.
- Manage the relationship with website developers and designers to ensure that the site is working efficiently, securely and is up to date.
- Support proofing and publishing all web and digital content to ensure that brand editorial style guidelines are met.
- Develop SEO opportunities for the Chameleon.
- Evaluate and report on web performance using google analytics.

Other

- Support the Marketing & Communications Manager in collating information for internal reports for Board and external reports for our funders, such as Arts Council England
- Represent Company Chameleon at national networks, relevant conferences and events.
- Attend Company Chameleon performances and events.
- Work collaboratively and supportively with all members of the team.
- Work evenings and weekends as appropriate.

Person specification

- Experience of thinking creatively to deliver imaginative digital campaigns and/or projects.
- Experience of developing social media campaigns that boost follower growth, engagement, and website traffic.
- Good knowledge of new developments in digital and social media technology and trends, driven by a passion in this area.
- Experience of writing and producing copy.

- Experience of producing image and film content for online consumers.
- Experience in creating and managing data and social analytic dashboards.
- Knowledge of video and image editing software.
- Experience of working in a marketing and communications environment.

We're looking for a person who is.

- Positive
- Creative
- Proactive
- Passionate about social media and digital marketing
- Thinks outside the box
- A team player
- Can work well independently
- Good at problem-solving
- An excellent communicator
- Willing, open, and eager to learn, grow and develop

About Company Chameleon

Based in Manchester, Company Chameleon is a touring dance theatre company, which produces inspiring and original productions that tour across the UK and the world. Company Chameleon began when Anthony Missen and Kevin Edward Turner met at Trafford Youth Dance Theatre in the mid-1990s.

Two ordinary lads from Manchester, they shared an ambition to dance professionally for a living. After developing their talent at Trafford, they went on to train at the Northern School of Contemporary Dance, and after graduating travelled extensively to work with some of the most innovative dance companies and choreographers in the world.

They returned home to Manchester in 2007, to achieve their goal of setting up their own dance company in their home city, and Company Chameleon was born. Today, Company Chameleon tour internationally to wide acclaim and perform over fifty indoor and outdoor performances a year.

Learning and participation is an integral part of the Company's approach and through classes and workshops, Chameleon has introduced thousands of people, from countries all over the world, to a different side of dance and movement. From beginners' creative sessions in schools through to professional level company classes at their studio, Company Chameleon remains committed to delivering inspiring and impactful opportunities all year round.

In 2019, Company Chameleon welcomed Dame Darcey Bussell on board as the Company's first-ever Patron.