



shaper/caper

**Audience Development &  
Communications Manager**  
Recruitment Pack

# Welcome

Thank you for your interest in the role of Audience Development & Communications Manager at Shaper/Caper.

Shaper/Caper is a diversity-led dance company and registered charity. We bring the work of multi-award-winning choreographer, BBC Radio 2 Artist in Residence, and Clore fellow, Thomas Small to new and diverse audiences, through our inclusive approach to dance-theatre. Our work is inspired by stories and ideas from the people and communities we work with in Dundee and beyond.

We won the Inspirational Education and Outreach Work at the One Dance UK Awards in 2020 the Overall Winner Chamber Champion Award at Dundee & Angus Chamber of Commerce Awards in 2023.

Our critically acclaimed productions have toured nationally and internationally to Berlin, Sao Paulo, Dusseldorf, Brussels, and New York City. In April 2017, we presented 'Within This Dust' to sold out audiences at the 9/11 Memorial & Museum at World Trade Center, NYC. We were commissioned to choreograph the opening of the V&A Dundee, working with Scottish Ballet alongside 500 young performers, for an audience of 10,000 people and broadcast on BBC.

As a queer-led charity, celebrating queer art is at the core of our work. This has ranged from providing funding and mentorship for queer artists to flourish through bursary schemes, honouring oral history with our Queer Stories project, and exploring trans identity through short films 'Period' and 'The End'. In 2022, we coordinated Dundee's first LGBTQIA+ History Month festival, OutFest, in partnership with Dundee Pride. We hosted 64 free events over the month, reaching 700 attendees and recognised via a motion in the Scottish Parliament and nominated for Pride Scotland Award.

Our latest production, 'Small Town Boys', is an immersive, site specific show that draws audiences into the world of the 80's club scene, bringing a pivotal era of queer history to life set against the backdrop of Section 28 and the AIDS crisis. The show's initial run sold out and we've been successful in securing funding from Creative Scotland's Touring Fund and National Lottery Heritage Fund to tour the work across Scotland supported by an exhibition and a queer oral history archive. Small Town Boys is the culmination of a decade of work, committed to championing queer voices in our community, exploring art as a catalyst for social change, and making high quality dance as accessible as possible, to those who would feel most excluded from it.

We have worked with over 62k children and young people over the last 9 years through a partnership with NHS Tayside delivering the Well Good project in 116 primary schools each year in Dundee, Perth & Kinross and Angus. We also deliver the Dance for Parkinson's project for the Dundee and Fife hubs, continuing the programme that was developed by Dance Base and Scottish Ballet.

We really believe that the arts are an intrinsic part of achieving a cohesive society that can spark civic action for social change.



Paradise



Photo by Maria Falconer, of our touring production 'Small Town Boys'

# vision

**Through dance, we reveal the extraordinary  
in people and inspire them to create a more  
connected, fair, and empathetic world.**

# vision



Dancer, Miranda Mac Letten performing during the opening of V&A Dundee.  
Photo: Steven Brown.

# mission

**To create safe, dynamic, and imagination-sparking spaces that nurture innovation and creative thinking; producing dance-theatre that connects society, reveals the extraordinary in people, and which helps make sense of the chaotic, unjust, and wonderful world we live in.**

# mission



# Programme & Values

Our work has three connected strands: artistic creation, creative experiences, and professional pathways.

We run creative programmes, workshops and performances that are inclusive and accessible. We nurture talent and provide opportunities for people to develop their creative practice and skills. We create high-quality productions that tour throughout Scotland and the UK.

Our work is inspired by stories and ideas from the people and communities we work with in Dundee and beyond.

## Our Values

**Kindness:** We use our resources to support the development of people and communities and we are generous with our time and skills. A culture of kindness is integral to our productions, workshops, classes, and social events. Our team nurture caring environments and fair working arrangements for everyone involved with Shaper/Caper.

**Respect:** We tell stories that show how cultural traditions, experiences, and systems of life can live in harmony. We learn about cultures and experiences different to our own. Our team take action to support and regenerate the planet. We continually develop and improve our practice to ensure that we offer safe, inclusive, and sustainable spaces.

**Collaboration:** We invest in national and international partnerships to share knowledge and resources. Through collaboration, we develop the quality and sustainability of our artistic creation. We play our part in tackling local, national and global challenges.

**Joy:** We work with people and communities to produce high quality performances, events, and workshops that spark joy. What people want to do, who they want to be and the stories they want to tell, shapes our work. Through dance, we enliven people and communities to instigate positive change.



## Our Audiences

Shaper/Caper creates work that is inclusive and accessible to all, and we focus our energy on working with those who have the most to gain from the positive impact of our work:

- Children and young people
- Families living in areas of deprivation
- LGBTQ+ people
- People who are marginalised or excluded (such as people in the criminal justice system, disabled people, migrants, or care-experienced young people)
- We recognise the importance of intersectionality. We work to bring together people from different backgrounds to share experiences and find new perspectives.

## How we do it...

- **Health & Wellbeing:** using dance to connect people to their bodies and to develop embodied knowledge of their creative power.
- **Social Justice:** creating an equitable world by giving a platform to under-represented stories.
- **Representation:** providing training, development, networking, and resource sharing to increase diversity of people and stories on stage.
- **Access:** improving access by understanding people's needs and working to remove barriers.
- **Climate Justice:** implicated within our approach to social justice, working from the bottom-up to regenerate the living world.
- **Connecting People:** connecting people to each other, their bodies, and minds. Providing opportunities to participate in creative activities and help people find their communities.
- **Storytelling:** making space for untold stories and sharing them in the heart of communities.



# Key Terms

## Job Title

Audience Development & Communications Manager

---

## Reports to

Artistic Director

---

## Manages

Freelance marketing & content team as required

---

## Hours

16 hours per week

Office hours are normally 10am to 6pm, Monday to Friday with evening and weekend work as required. However, the team work flexibly in discussion with management.

There is no paid overtime but a Time Off in Lieu scheme is in place.

---

## Contract & Salary

One year fixed term contract with ambition to extend subject to ongoing fundraising

Salary is £28,000 - £32,000 per annum full time equivalent (pro rata £11,200 to £12,800) depending on experience

Auto enrolment into NEST pension scheme (can opt out of this)

---

## Location

Our team typically work 1 day a week from Shaper/Caper's office at Unit 6 Manhattan Works, Dundonald Street, Dundee DD3 7PY and the rest of the week from home. However we are happy to work with the successful candidate to ascertain a way of working that suits both the company and the candidate which could involve flexible working or compressed hours.

---

## Annual leave

32 days annual leave per calendar year inclusive of public holidays (pro-rata for part time staff)

Furthermore, after 5 years continuous service, you will be entitled to additional annual leave in the next leave year as follows:

- 5 years = 33 days leave
  - 7 years = 35 days leave
  - 10 years = 37 days leave
- 

## Benefits

- Access to free counselling sessions as part of our Health & Wellbeing commitment to our staff.
  - 2 wellbeing days off per year
  - Time to volunteer - one day off per year to support a charity of your choosing
- 

## Probationary Period

3 months

---

## Notice Period

- 1 month during probation period
  - 2 months for all parties after probation period
-

# Role Purpose

This is an exciting new role at a crucial time for Shaper/Caper. The Audience Development and Communications Manager will play an active part in our ambitious plans for artistic creation, professional pathways, and creative experiences; making a positive impact for people and communities in Dundee and beyond.

We are seeking an experienced professional with a background and expertise in arts marketing who can work alongside key staff to create and deliver effective audience development and communications plans to support Shaper/Caper's programmes.

We are about to embark on a two-year programme to develop three interconnected strands of Shaper/Caper work: artistic creation, professional pathways, and creative experiences. Through these strands, the programme will develop cross-sector partnerships that benefit our priority audiences: Children and Young People, Working Class Families, LGBTQ+, and marginalised people or communities.

The post holder will be responsible for expanding and diversifying audiences for Shaper/Caper programmes. They will use audience data and insights to develop effective campaigns to reach new and existing audiences. Alongside this, they will develop new partnerships to engage new and non-traditional arts audiences, particularly from marginalised and diverse groups. They will support our strategic plans for growth, including supporting with fundraising or bid writing as needed.

This role will oversee the design of marketing materials and digital communications content; this will include supervising and collaborating with freelancers, temporary staff members, or agencies on project-specific communications plans.

## Key Responsibilities

1. Create and deliver an Audience Development Plan, with appropriate targets, that aims to raise our organisational profile, grow new audiences in line with our strategy, and maximise income for each production/project.
2. Support the ambitions of the organisation, build awareness, and maximise all available marketing, communications and audience development opportunities.
3. Develop and initiate a range of audience development activity across our touring and creative learning programmes.
4. Develop communications and marketing campaigns for our three interconnected strands of Shaper/Caper work: artistic creation, professional pathways, and creative experiences.
5. Act as the central focal point for communications; support staff, freelancers and volunteers to work within our brand identity and guidelines.
6. Maintain a working knowledge of good practice in arts marketing and engagement, with a particular focus on community and collaborative practice.

## Communication & Marketing

1. Manage the day-to-day running of communications and marketing activity; budget, resources, campaigns, and creative work.
2. Write engaging copy for a range of projects that focuses on storytelling to reach a wide audience and demonstrate our positive impact.
3. Coordinate an ongoing programme of engaging content across all Shaper/Caper's digital media channels and website, including story-led content to drive audience engagement.

4. Plan and coordinate the design and production of digital/print content and marketing materials as required for productions, creative experiences and other projects.
5. Liaise with touring venues and other partners to ensure effective marketing for all productions, including evaluation and collection of insight to support audience development and fundraising.
6. Oversee Shaper/Caper's website, digital assets, and administration of video/image library.

## **Media and Stakeholder Management**

1. Support the executive team to develop Shaper/Caper's profile and relationships with key stakeholders including journalists.
2. Develop proactive media plans for productions, create and distribute press releases, monitor and evaluate coverage.
3. Strengthen the company's stakeholder management process and maintain an effective database.
4. Support the Executive Team in reporting to stakeholders (e.g. project partners and funders).
5. Manage communications relationships with partner organisations including stakeholders, donors and funders, to ensure that Shaper/Caper is appropriately represented.
6. Create regular communications with our stakeholders, ensuring that they are engaged and informed to support key initiatives.

## **Audience Development and Evaluation**

1. Provide a quality experience for our audiences and participants, both in person and digitally, which develops and deepens our audience knowledge of Shaper/Caper and supports our mission.
2. Manage the successful delivery and evaluation of projects and events with our partners.
3. Target different audiences to engage our work, as well as identifying and building partnerships with community organisations to ensure we reach participants from a wide range of diverse backgrounds.
4. Analyse and compile audience data and research, including web, social media and audience evaluations, local and regional market research and partner comparators to support the Audience Development plan.
5. Regularly conduct effective audience research, and design approaches to gathering appropriate audience data, and share findings with key staff. This will include audience questionnaires and online surveys.
6. Provide analysis for Board and funding reports on audiences.
7. Delegate data gathering tasks where appropriate to volunteers and other key staff, and train and assist them to effectively carry this out.

Please note that the list is not exhaustive and there might be other post-relevant requests required by the Executive Team that are not listed here.

# Person Specification

	Essential	Desirable
EXPERIENCE	<p>Practical experience of the day-to-day running of communications and marketing activity, including media and stakeholder management.</p> <p>Experience in developing impactful marketing or audience development plans.</p> <p>Experience of growing an audience or customer base, ideally in the arts sector.</p>	<p>Experience of partnership working and joint marketing with venues/funders.</p> <p>Experience in working with journalists and/or event listing platforms.</p> <p>Experience of working with Shaper/Caper's key communities.</p>
SKILLS	<p>Excellent communicator with confidence and ability to relate to wide range of people and stakeholders.</p> <p>Strong copywriting skills. Be able to create impactful and persuasive written collateral as needed, and adapt style to different audiences.</p> <p>Have a creative eye and good attention to detail.</p> <p>Skilled in Word, Excel, Powerpoint, MStTeams, Zoom etc. Degree level qualification or equivalent experience in a relevant field.</p>	<p>Skills in stakeholder analysis and management.</p> <p>Expertise in evaluating audience data and monitoring the success of campaigns.</p>
KNOWLEDGE	<p>Knowledge of the arts sector.</p> <p>Understanding of current trends and techniques for marketing campaigns to support audience engagement.</p>	<p>Professional qualification or membership e.g. CIM, AMA, PRCA.</p> <p>Knowledge of Shaper/Caper's work and/or dance theatre.</p>
ATTRIBUTES	<p>Ability to use own initiative to contribute to the development of the company.</p> <p>Have a strategic approach to audience development, and willing to take a hands-on role to implement plans.</p> <p>Flexible approach and can-do attitude.</p> <p>Ability to act as an ambassador for our charity.</p>	

# Application Procedure

To apply, please complete our online application form here: <https://forms.gle/ndfLLdGQjdN93RvU9> Please also upload your CV here too when prompted. As part of the application process, you will be asked to provide a supporting statement telling us why you are applying for this role and what skills and qualities you will bring to the job. You can do this as either a written statement (2 sides of A4), a voice note (5 mins max) or as a video recording (5 mins max) that can be uploaded to your application.

In preparation for your application, and for more information about the company we recommend that you visit [www.shapercaper.com](http://www.shapercaper.com)

Pre-application discussion: If you'd like an informal chat about the role or have any questions about the job description please email [hello@shapercaper.com](mailto:hello@shapercaper.com)

## Key Dates:

**Closing Date:** **Monday 3rd June 2024** at 5pm. Shortlisted applicants will be informed on Tues 4th June.

**Interviews:** **Friday 7th June 2024** via Zoom. This Interview will require the candidate to prepare a short presentation - full details will be provided to shortlisted candidates.

## Application Questions:

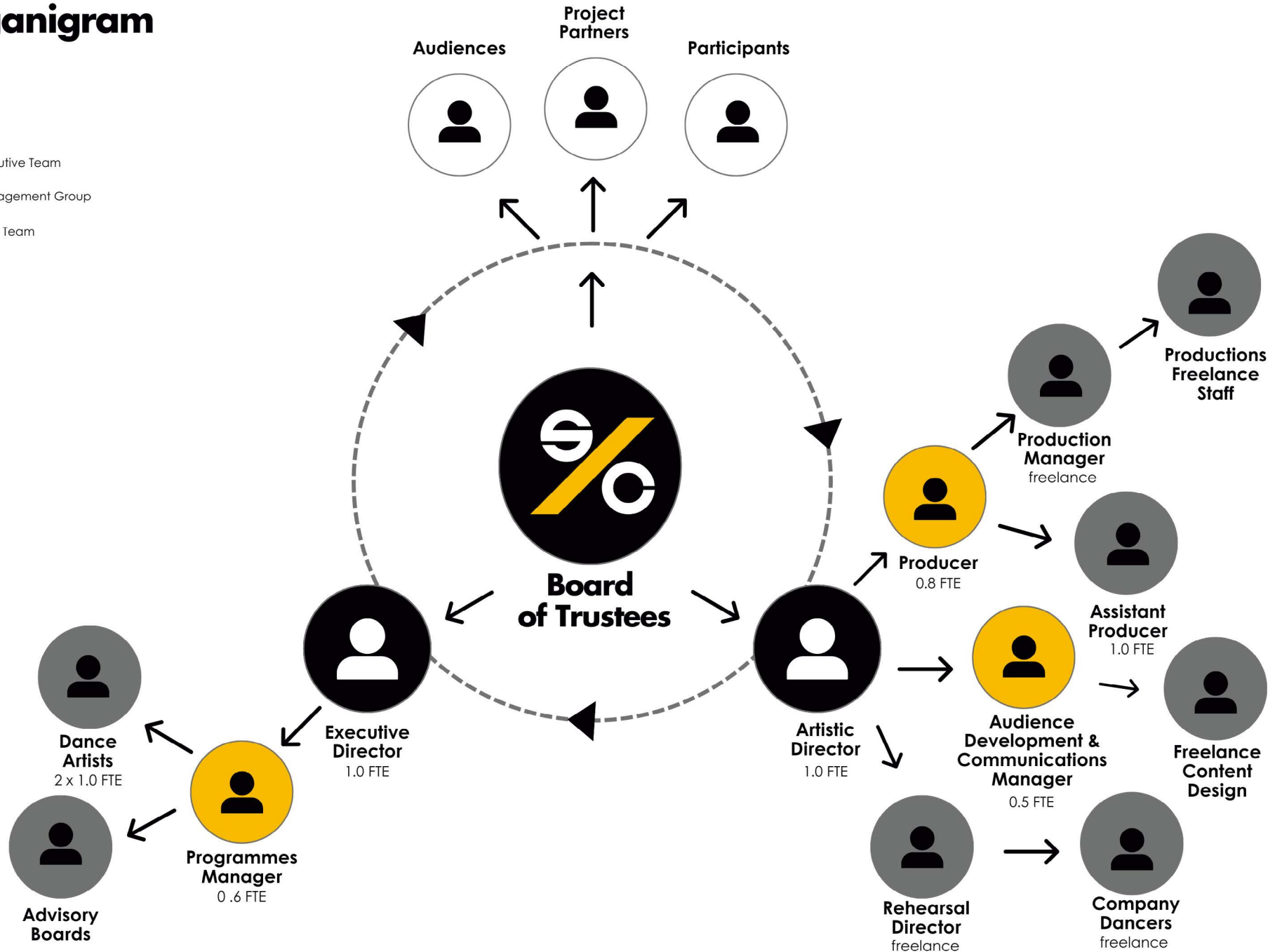
To help you plan an online application, here are the questions that we are asking in the form:

- Tell us about yourself - name, pronouns, contact details, access requirements, how did you hear about this job, etc.
- Supporting Statement - please tell us why you are applying for this role and how you meet the person specification and how you have experiences, interest and skills in the responsibilities and duties listed. (This can be written or recorded as a voice note or video recording, see above).
- Upload a CV that details your employment history - please tell us about your most recent job detailing employer name, position, dates of employment, any notice period and brief summary of the role including your responsibilities and duties. Then working backwards to detail previous jobs. Please also include details about your education, training or professional qualifications - please tell us about your most recent education, training or professional qualifications detailing qualifications achieved and any relevant dates and training providers/ universities etc and work backwards.
- References - please provide details of two people (not related to you) who can provide an employment reference for you. One of these should be your current or most recent employer.
- Completion of an equalities monitoring form

# Organigram

## Key

-  Executive Team
-  Management Group
-  Core Team





**Shaper/Caper**

Unit 6 Manhattan Works,  
Dundee DD3 7PY  
T: 01382 413 007

Company No. SC502566  
Registered Charity No. SC047014

[www.shapercaper.com](http://www.shapercaper.com)