

Leicester Dance Theatre/Aakash Odedra Company

**AAKASH
ODEDRA
COMPANY**

SHIAMAK
Have feet. Will dance.®

The Academy
DeSi
m a s t i

Dear Applicant,

Thank you for your interest in the role of Marketing Manager (p/t 3 days per week).

“A lotus emerges only from mud, arguably the most beautiful flower in the world.” Aakash Odedra

At Aakash Odedra Company we know the future is what we make it. We are believers and dreamers. Excellent art, and in particular dance, is at the centre of everything we do and we know its transformational power in people's lives.

Art is everybody's fundamental right. Having just been awarded Arts Council England's National Portfolio status, we are poised to deliver an ambitious and exciting plan over the next 4 years. We are building a team and invite great people to join us on this journey. Our heart is in Leicester, but our footsteps are global. Our home is in Britain's most culturally diverse city.

You will be excited by great art. You will understand that great art is delivered by teams of people who have a good heart, a clean mind and like getting their hands dirty. If you like the sound of what could come, we positively invite you to apply for our roles. We look forward to hearing from you.

If this sounds like you, read on, and if you need anything more, get in touch with Lucy White for an informal conversation at lucy@akashodetra.com.

The following are included in this pack.

- Information about Aakash Odedra Company, Shiamak and Desi Masti Studio
- The brief / job description
- Equal Opportunities monitoring form

Further details regarding our company can be found on our website www.aakashodetra.co.uk

To apply, send your CV, with relevant experience outlined, together with a covering letter maximum two pages (both in Word format) specifying how you meet the person specification and why you would like to work with us. Please ensure only your contact details are on the front page as this will be removed. Please email your letter and CV with the Equal Opportunities monitoring form to the General Manager, Aoife Daniels aoife@akashodetra.com with the subject heading LDT/AOC Marketing Manager application.

The closing date for applications is Tuesday 26 February at 5pm.
Interviews will take place on Thursday 7 March.

LDT is an equal opportunities employer and welcomes applications from people from all backgrounds



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

“Dance is a window into our souls. When we really dance, we feel free. If we help others to dance, we help them to be free. This is what we do.” Aakash Odedra

It is a great time to join us! Leicester Dance Theatre/Aakash Odedra Company has just become an Arts Council England National Portfolio Organisation at Band Two, and we have partners in place for new international creations in 2019 and 2021. Combined with the expansion of Shiamak, our franchise company teaching Bollywood dance, LDT/AOC is embarking on a vibrant period of change and expansion.

About Leicester Dance Theatre

Leicester Dance Theatre Limited (LDT) is a not for profit organisation encompassing the existing work of Aakash Odedra Limited with a mission to drive forward dance in Leicester, the UK and internationally. LDT licenses three brands: Aakash Odedra Company; Shiamak and Desi Masti the Academy. The brands and names Aakash Odedra Company, Shiamak/Shiamak Midlands and Desi Masti are used for their respective audiences. Day to day, Aakash Odedra Company is the overall brand identity for the organisation.

Aakash Odedra Company

Aakash formed Aakash Odedra Company (AOC) an international touring dance company based in Leicester, UK in 2011 as a vehicle for commissioning solos and to develop his own choreographic work. His debut full length solo programme *Rising* featured new short works created on him by Akram Khan, Sidi Larbi Cherkaoui and Russell Maliphant. Choreographic commissions include a piece for James Brown: *Get on the Good Foot* (Apollo Theater, New York) and the opera *God's Little Soldier* (Theater Freiburg). Aakash is an Associate Artist of Curve Theatre (Leicester). In 2017 Aakash was Movement Director for the play *Pink Sari Revolution* for Curve Theatre and choreographer for a new opera, *Sukanya* by Ravi Shankar for The Royal Opera (London). 2018 saw the debut of his first company ensemble work, #JeSuis, which premiered at NYU Abu Dhabi with the European premiere at The Patrick Centre, Birmingham. Aakash has won numerous dance awards across the world including Bessie (New York), Dora Award (Toronto) and Danza e Danza (Italy).

Shiamak Midlands

Aakash's alma mater is *Shiamak*, the global leader in Bollywood Dance. With some 80,000 students across 4 continents and a teaching staff of 200, Shiamak Midlands is our franchise company teaching dance to some 300+ people per week across the Midlands, providing access to popular Indian dance forms and contemporary dance for people of all ages and abilities. Working with Shiamak plugs AOC into a global network of opportunities.

Desi Masti

Desi Masti is our 3000-square foot studio facility on Belgrave Road, Leicester. We have two studios comprising a hub for our classes programme and for professionals and the community to train, create and rehearse. Desi Masti is thought to be the only dedicated multi-studio rehearsal space led by a South Asian organisation outside London.

Our Vision

“Dance is a language without words. We spread this language with love, to improve everybody’s quality of life and bring greater harmony between individuals & within communities.” Aakash Odedra

Our story is of a deep-rooted local community organisation, which faces and embraces the world. As a Kathakaar, story-telling is at the heart of Aakash’s artistic practice. Rare for practicing two classical dance styles: Bharatanatyam and Kathak, he uses these ancient languages to tell stories through an extended movement vocabulary. A 3rd generation British South Asian, a millennial and arguably the biggest British South Asian dance star of his generation, Aakash views these styles as adaptable, constantly evolving forms. His mission is to take them to a new place of relevance for a new bi-lingual audience: the generation that’s grown up in Britain.

LDT’s purpose is to execute high quality artistic programmes which engage, educate & empower the widest possible audience. We work with partners in order to fulfil our vision. At home, Aakash is an Associate Artist at Curve Theatre, Leicester who supports Aakash’s choreographic projects through commissioning and residencies. We continue working with Curve on supporting the Creative Case for Diversity. We work with Leicester City Council, De Montfort University, Leicester Mela and BBC Radio Leicester to contribute to Leicester’s Diwali Celebrations, the biggest outside of India. In Aakash’s home town of Birmingham, we have continuing relationships with DanceXchange and Birmingham Hippodrome, with plans to increase our footprint in the city. Our work with Sadler’s Wells continues through an Arts Council England Elevate award focused on the development of Aakash’s choreographic practice and raising questions around diversity in dance.

We are not only interested in diverse artistic practice, but also how ‘diversity’ manifests itself amongst our staff and audiences. We take seriously our responsibility as an organisation nestled in a BAME income deprived ward.

Our position as a leading arts organisation in the Midlands is to ensure that dance which is less represented than our own, and communities less visible than our own are engaged in the creative discourse of this country. Diversity is integral to all our work.

Finance

LDT became a band 2 National Portfolio Organisation in April 2018 receiving £365k annually. Aakash Odedra Company has received support from Arts Council England through Grants for the Arts since 2012 for research, creation and UK distribution. An Elevate award 2016-19 is enabling us to develop our infrastructure. Our turnover in 17/18 was £606,703. We have ambitious plans to grow income from the Desi Masti Studio and Shiamak.

LDT/AOC is currently applying for charitable status.

Leadership and structure

LDT/AOC is a company limited by guarantee, governed by a board of directors and chaired by Anu Giri, Executive Director, Dance Umbrella Ltd.

Leicester Dance Theatre / Aakash Odedra Company

Position: Marketing Manager, (part-time 3 days per week)
Reports to: General Manager
Salary: £25,000 - £30,000 pro rata, dependent on experience.
Location: Leicester

Occasional evening and weekend work may be required to fulfil this role.

Purpose of the post:

To manage and be accountable for LDT/AOC communications, including marketing and social media campaigns to promote Aakash Odedra Company, our Participation Programme and Shiamak Midlands.

(NB the marketing of Shiamak classes and performances is managed centrally and as Midlands franchisee we are required to work within guidelines provided to us).

Key Responsibilities:

1. To implement audience development and marketing strategies created by the Marketing Consultant and General Manager.
2. To assist in reporting on progress of campaigns against targets and, in partnership with the Producer, revise targets it annually
3. To implement LDT/AOC communications campaigns, including creating print, direct mailings, e-newsletters, and updating the website.
4. To keep the marketing budget up to date in cooperation with the general manager.
5. To protect the LDT/AOC brand
6. To ensure a clear line of communication throughout the customer journey for audiences and participants, ensuring content is distributed when required both internally and externally.
7. To be the main point of contact for our PR Agency
8. Assisting in the production of film, image and other digital content
9. Collaborate with our PR agency to create and nurture media relationships locally, ensuring relevant editorial and coverage for key events and news stories.
10. To implement marketing plans and communication trails for each event to achieve audience and financial targets.
11. To play a key role in data collection, management, analysis and assist with reporting to Arts Council England and other funders. To ensure data collection systems strategies are adhered to.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive.

Equal opportunities

Carry out all duties with an understanding of and commitment to equal opportunities and to ensure that that this understanding and commitment is implemented across the company.

Representing the company

- Maintain high quality relationships with stakeholders
- Act as an ambassador for the company
- Attend UK production press nights and other key performances and events

PERSON SPECIFICATION

Essential

1. Knowledge of the arts and passionate about dance
2. Minimum 2 years marketing and/or media relations experience
3. Experience of content creation
4. Excellent verbal and written skills and the ability to build rapport with a wide range of people
5. Experience of campaign marketing
6. Experience of working to a budget
7. A confident and positive outlook with a 'can-do' approach
8. Teamwork skills and proven ability to work collaboratively
9. Proven organisational, multi-tasking and planning skills
10. Ability to work occasional evenings and weekends, with advance notice
11. Experience of developing and delivering social media campaigns.

Desirable

1. Experience of working in a communications role in the arts
2. Experience of video editing and graphic design
3. Experience of data analysis and reporting
4. Current knowledge of cultural and creative industries in Leicester and the Midlands
5. Previous experience of website content management systems
6. Knowledge of South Asian and/or contemporary dance
7. One other European or Asian language

Equality and Diversity Monitoring Form

Leicester Dance Theatre/Aakash Odedra Company is committed to a policy of equality of opportunity in its employment and personnel practices and a strong belief in equality of opportunity is at the heart of everything that we do. We understand that diversity enables opportunity for artistic innovation, for collaboration, for risk-taking and for finding new forms of expression.

To check whether our employment procedure is appropriate and fair, we would appreciate knowing certain information about the people who are applying to work with us. Therefore, we would be grateful if you would complete this form.

All the information you provide here will be kept confidential, used only for monitoring purposes and stored separately from your application.

Position: Marketing Manager

Gender identity

- Female (including male to female trans women)
- Male (including female to male trans men)
- Non-Binary (for example, androgyne)
- Prefer not to say

Age

- 0-19
- 20-34
- 35-49
- 50-64
- 65+

Do you consider yourself to have a disability?

- No
- Yes, how would you describe your disability?
 - Visual impairment
 - Mental health condition
 - Hearing impairment/Deaf
 - Invisible disabilities
 - Physical disabilities
 - Other long term/chronic conditions
 - Cognitive or learning disabilities

Ethnicity

Asian / Asian British

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Indian | <input type="checkbox"/> Pakistani |
| <input type="checkbox"/> Bangladeshi | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> Any other Asian background | |

Black / Black British

- | | |
|---|------------------------------------|
| <input type="checkbox"/> African | <input type="checkbox"/> Caribbean |
| <input type="checkbox"/> Any other Black background | |

Mixed

- | | |
|--|---|
| <input type="checkbox"/> White and Black Caribbean | <input type="checkbox"/> White and Black African |
| <input type="checkbox"/> White and Asian | <input type="checkbox"/> Any other Mixed/Multiple ethnic background |

White

- | | |
|--|---|
| <input type="checkbox"/> British | <input type="checkbox"/> Irish |
| <input type="checkbox"/> Gypsy/Irish Traveller | <input type="checkbox"/> Any other White background |

Other

- | | |
|---|--|
| <input type="checkbox"/> Arab | |
| <input type="checkbox"/> Any other ethnic group | <input type="checkbox"/> Not known / Prefer not to say |