

**vincent
dance
theatre**



Marketing, Content & Narrative Lead

**JOB PACK
May 2026**

ABOUT VINCENT DANCE THEATRE

Vincent Dance Theatre (VDT) produces the work of Artistic Director and Choreographer Charlotte Vincent on stage and on film with people whose voices are often unheard. VDT uses socially engaged, trauma-informed and place-based practice to support creative health, deepen participation in the arts, engage people in the company's 30 year archive and challenge conventional models of how performance work is made and who it is made for.

VDT's work is inclusive, collaborative and places participation at the heart of everything we do, with robust safeguarding integrated in every stage of our creative process.

OUR VISION

Dance theatre that actively interrogates who we are and how we live, is a platform for people whose voices might not otherwise be heard, and a space to promote equality of opportunity and social change.

OUR MISSION

We produce and distribute collaborative, socially engaged dance theatre work on stage, on film and across online platforms. We create opportunities for people whose voices are usually less well heard. We move people to think differently.

OUR VALUES

- **Socially engaged:** the voices of people who might not otherwise be heard are audible at every stage of our creative process.
- **Practice led:** we embed new learning and development in all areas of our activity and operation; safeguarding, trauma awareness and trust are at the heart of our practice.
- **Relevant:** we promote equality of opportunity and inclusion in all aspects of our practice; our work consciously challenges the status quo.
- **Opportunity driven:** we enable employment, training and development opportunities for trustees, staff members, freelance collaborators and non-professionals participants.

INCLUSIVITY STATEMENT

VDT is committed to building an inclusive workplace and recruiting a workforce that is as diverse as the communities, partners and individuals we work with. If there are any adjustments that would help support you in your application, please do let us know when you apply. Disabled, D/deaf and/or neurodivergent people and those from Black, Asian and Ethnically Diverse backgrounds are underrepresented in our workforce, so we particularly encourage applications from people in these groups.

MAIN PURPOSE OF THE ROLE

We are seeking a proactive and creative **Marketing, Content & Narrative Lead** to join our dynamic organisation. This is a pivotal role, responsible for creating and delivering VDT's social media, communications and digital content strategy in line with our Business Plan and Marketing Strategy. You will publicly translate VDT's artistic, social, and place-based practice into clear, confident, and coherent storytelling across digital channels, while protecting the integrity and quality of the organisation's work and approach.

You will take ownership of and drive VDT's social media channels, promoting the full scope of programming, practice and projects, bringing VDT's brand and tone of voice to life for audiences. Success will be measured by enhancing brand presence and charitable impact, growing and engaging audiences, and driving meaningful traffic and interaction across multiple platforms.

MAIN DUTIES AND RESPONSIBILITIES

Strategy and Positioning

- Create a two-year Content and Narrative strategy to align with the Marketing Strategy, maintaining a clear understanding of VDT's positioning, tone of voice, values, and long-term direction.
- Develop and maintain a coherent narrative framework that connects archive, practice, place, and future ambitions.
- Manage VDT campaigns for activity on stage, on film and online, liaising with external partners where appropriate (such as influencers/peers/advocates) for reciprocal activity.
- Define editorial priorities over time (what stories are told, when, how, and why).
- Balance organisational visibility with ethical and confidentiality considerations around participants, communities, and trauma-informed practice.
- Act as a guardian of VDT's voice and aesthetic, ensuring all published content aligns with organisational values and sensitivities, using brand guidelines.
- Develop and deliver rolling content plans that are thematic, strategic, and aligned with organisational priorities rather than reactive.

Content Creation

- Ideate and create video content for VDT campaigns, including trailers, interviews, and behind-the-scenes material drawn from both archive and newly captured footage.
- Capture still and moving imagery (content) at workshops, events and projects (with iPhone) and work closely with our professional freelance photographer / film-maker when required.
- Edit, repurpose and create new branded assets from archive material, such as clips, trailers, reels, gifs, stories, threads (using own or VDT's Mac software such as iMovie)
- Ensure all content meets high production standards and follows best practice for accessibility (e.g. captions, subtitles, formats), and is approved by relevant stakeholders.
- Build on and evolve VDT's News and Articles (website) and Newsletter (Mailchimp) output, ensuring integration with social channels.
- Maintain an organised and accessible digital content archive; managing, storing and documenting assets in the relevant places; Sharepoint, NAS drive, website.

Digital Platform Oversight and Management

- Publish content on the main VDT channels, growing audience reach and engagement across Instagram, Facebook, LinkedIn, YouTube.
- Launch VDT's TikTok channel, focusing on short form video and engaging younger audiences.
- Manage VDT's YouTube channel, improving viewing figures and supporting the uploading of new digital assets with appropriate subtitles, tags and metadata.
- Set clear expectations for how and why each platform is used, focusing on impact rather than volume of posts.
- Manage day-to-day online platform activity, including scheduling posts (using Hootsuite, Buffer or equivalent), writing engaging and inventive copy.
- Overseeing community management with the support of the Administrator.
- Support online safeguarding across VDT's social channels in collaboration with the Safeguarding Lead, adhering to VDT's Safeguarding Policy and Procedures.

Evaluation and Collaborative Working

- Monitor and report on social media analytics, assessing the effectiveness of campaigns and content.
- Track audience growth, engagement, and reach in line with organisational objectives and funder reports including the Arts Council England Annual Survey.
- Use insights and data to inform future content strategy and decision-making.
- Work closely with the Artistic Director, creatives and wider team.
- Help redistribute voice and surface stories, insights, and content opportunities. so that VDT is represented through a diversity of creative and participatory perspectives.

General

- Undertake any other duties as reasonably requested by the Chief Executive/Artistic Director, Finance Director, or Head of Operations.
- Adhere to the VDT's Code of Conduct and suite of policies; GDPR, Health & Safety, Safeguarding and E-Safeguarding.

PERSON SPECIFICATION

Essential Experience & Skills:

- A strategic, proactive, and creative approach to developing and maintaining social media and digital content.
- Proven ability to create engaging and original digital content (video, photo, graphics).
- Strong knowledge and experience of managing social platforms, including scheduling and analytics.
- Intelligent editorial judgement, with the ability to engage with complexity and represent VDT's unique practice clearly and sensitively.
- Videography and video editing skills, using Adobe Premier, Final Cut or Pro or i-Movie or similar.
- Experience with graphic design software, Canva or equivalent.
- A strong understanding of the principles of equity, diversity, and inclusion.
- Experience managing permissions, confidentiality, with best GDPR practice.

Desirable experience & skills

- Experience working with artists or socially engaged organisations.
- Sensitivity to trauma-informed and participatory contexts.
- An interest in contemporary dance or theatre sector.
- Understanding of e-Safety / Digital Safeguarding.
- Interest in Performance or Heritage Archives.

DETAILS

Salary/Fee: £32,000 (FTE) = £16,000 pro rata (a freelance agreement will also be considered)

Working pattern: 2.5 days a week, (0.5)

Length of term: Fixed Term to 31 March 2028, with the possibility to extend, dependant on funding.

Location: Hybrid; Moulsecoomb Place (Brighton)

Reports to: Head of Operations & Business Development

Works with: Artistic Director, Head of Operations & Business Development, Administrator



Photo: Eben & Janusz Orlik VDT's *Shutdown* (2017). Bosie Vincent

HOW TO APPLY

Send your **CV and a short covering statement** (maximum two pages) outlining your relevant experience and motivation and a **completed equal opportunities form** to admin@vincentdt.com

For an informal, confidential conversation about the role, please contact Dr Charlotte Vincent CE / AD charlotte@vincentdt.com.

VDT is an equal opportunities employer. You can read our company's Code of Conduct [here](#).

Closing date for applications: Midday on Monday 18 May 2026.

Interview Date: Tuesday 2nd June 2026 in Brighton.

Please contact VDT's Administrator Gemma@vincentdt.com / 07525 233965 if you require further assistance with your application, need the application pack in a different format or if you have any questions.

To find out more about Vincent Dance Theatre, please visit our website:

www.vincentdt.com



Vincent Dance Theatre is a company limited by guarantee, registered in England and Wales, registration number 4259502. Registered charity number 1091615. VAT registration number 772 6123 31



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



itc independent
theatre council

