

Introduction

Thank you for your interest in the Marketing & Communications Manager positions at ZooNation: The Kate Prince Company.

This pack is designed to give you some background information on our company and outline what we're looking for. You can find out more about us by visiting www.zoonation.co.uk

In 2022 ZooNation celebrated its 20-year anniversary. Throughout those two decades we have been driven by a belief that artists, young people, and audiences should be able to develop their career, talent and appreciation of Hip Hop inspired theatre without judgement or barriers.

As a National Portfolio Organisation (now in our third round of Arts Council England funding), it is an exciting time to join ZooNation as we are making further plans to deliver an dynamic programme of work that embodies our mission and serves our loyal and ever-growing audiences under the guidance of Kate Prince and our first ever Associate Artistic Director Danielle 'Rhimes' Lecoite. This winter we open the world premiere of our first Christmas show *Ebony Scrooge* at Sadler's Wells East and there are yet to be announced future high profile projects for 2026 and beyond. We have a talented Youth Company, talent development programmes for young artists and have recently become a resident company in a London school. Our impact relies on artistic excellence and supporting the next generation of theatre makers, as we continue to push boundaries with our work.

The **Marketing and Communications Manager** is a key role in the ZooNation team, responsible for creating and delivering our Marketing and Communications Strategy and for upholding the promoting the ZooNation brand across all channels.

We are looking for a self-motivated and creative individual who can lead our future Marketing and Communications strategy. We are looking for individuals who are passionate about our work and who bring a strategic and collaborative approach. You will be responsible for devising and implementing dynamic and effective campaigns and creatively communicating ZooNation's brand, mission and values to our wider audiences. This role has a focus on digital marketing, brand and production content for online use, social media channels, CRM and email strategies.

To apply

Please send your current CV, Equal Opportunities Monitoring Form, and a short personal statement outlining your skills, experience, and knowledge and how you would deliver the role with attention to the outlined responsibilities and personal specifications.

Please respond by **noon Tuesday 21 October** to recruitment@zoonation.co.uk with the subject title **Marketing & Communications Manager**.

Shortlisted candidates will be contacted by **Tuesday 28 October** and should be available the week beginning **Monday 3 November** for an interview.

We are an equal opportunities employer and encourage applications that reflect the diversity of society and welcome applications from individuals currently under-represented in the arts.

We are committed to ensuring applicants have an equitable experience when applying for the role, attending an interview, or working for our company, so please make us aware of any support you need. If you require the pack in large print, or alternative format or wish to discuss any queries please contact recruitment@zoonation.co.uk who will be happy to make necessary arrangements.

ZooNation: The Kate Prince Company

We are ground-breaking storytellers using original music and dance to inspire the next generation of theatre goers and makers.

We create narrative work with original music, writing and dance informed by Hip Hop culture which we tour nationally. We fortify this work with an extensive programme of engagement and talent development, working with different communities and young artists to increase their skills, knowledge, and confidence in our styles of dance theatre.

Our work challenges preconceptions about musical theatre, dance and Hip Hop culture. We seek to inspire a generation of theatre makers and goers through the creation of enchanting and powerful stories that do not exclude, patronise, or intimidate.

Artistic Director Kate Prince MBE founded ZooNation in 2002 with a vision to create innovative, entertaining, and accessible pieces of narrative Hip Hop dance theatre that provide a platform for dance artists from non-conventional dance backgrounds. Surrounded by ballet, contemporary, jazz, and musical theatre dancers, she found there was a distinct lack of opportunity for 'street' dancers to take to the stage. Kate set up ZooNation to address this inequality.

Led by Kate Prince, we create ground-breaking theatre that fuses dance, original music, and compelling storytelling for audiences nationally to create witty, innovative, relevant, and entertaining work inspired by Hip Hop culture that draws on a kaleidoscope of influences including Hip Hop.

We believe it is crucial to capture the imagination of the next generation of talent and audience and ensure our productions and training remain relevant but inspirational to young people and artists at all stages of their career.

We invest in talent, supporting individuals to pursue their personal career goals as they mature. We want to continue to play a vital role in setting the standard for professional

practice for artists working in Hip Hop with our work providing a platform for dance artists from non-conventional dance backgrounds.

As a female led company, we strongly believe in celebrating and supporting female talent and using our work to highlight issues affecting women.

We understand that our future is as a developer of talent. We hope to increasingly use our experience, knowledge, and platform to create greater, sustained opportunities for artists (especially those that experience racism as a barrier) to develop and share their work and build their careers.

We have gained significant recognition of our artistic excellence through a variety of associateships which reflect the diverse facets of our work as artistic leaders, a trailblazing company and an enabler of the next generation of talent. In 2023 ZooNation appointed Dannielle 'Rhimes' Lecointe as its first Associate Artistic Director. In 2024 ZooNation won the Critic's Circle National Dance Award for Best Midscale Company.

Our portfolio of productions includes:

- ***Into the Hoods***
Into the Hoods was the first ever Hip Hop dance show and the longest running dance show in the West End's history at its time. It re-tells classic fairy tales in our trademark innovative style – combining comedy with Hip Hop dance, physical theatre, and a strong narrative. It opened in 2008 at London's Novello Theatre and has since toured nationally.
- ***Some Like It Hip Hop***
Some Like It Hip Hop is a story of love, mistaken identity, and female revolution. Influenced by the themes from classic movies Some Like It Hot, US hit show Mad Men and Shakespeare's Twelfth Night Some Like It Hip Hop is a complicated comical tale that has entertained audiences across the country.
- ***Groove on Down the Road***
This production, initially performed at Southbank Centre by ZooNation Youth Company, puts our unique twist on the well-known tale of The Wizard of Oz, with the underlying theme being the importance of creative subjects in the classroom. This production has been successfully remounted in Wales, Wolverhampton, and Birmingham with a cast of young people from the region.
- ***The Mad Hatters Tea Party***
The Mad Hatter's Tea Party, had an original sell-out premiere run at Royal Opera and Ballet House in 2014 and was reimaged for the unique space of the Roundhouse. It returned in 2024 for a second sell out run at Royal Opera and Ballet. True to form, this dance adventure uses our energetic and accessible style to reinvent Lewis Carroll's original story in an imaginative, 21st-century way, exploring perceptions of mental illness and what counts as 'normal'.
- ***Sylvia***
Sylvia returned to The Old Vic in 2023 for an extended three month run and was nominated for three Olivier Awards. Best New Musical, Best Theatre Choreographer – Kate Prince, Best Actress in a Supporting Role in a Musical – Beverley Knight – WINNER
This revolutionary story celebrates the life of Sylvia Pankhurst – feminist, activist,

pacifist, socialist, rebel – the lesser-known Pankhurst at the heart of the Suffragette movement, who changed the lives of working women and men across the world.

- ***Tales of the Turntable***

Tales of the Turntable is a ZooNation Youth Company production commissioned by Southbank Centre performed at Queen Elizabeth Hall in Summer 2019. *Tales of the Turntable* invites the audience to time travel with introverted young DJ, Eric, and his grandfather as they (re) discover the music and dance that create the foundations for music today.

- ***Message In A Bottle***

Message In A Bottle fuses ZooNation's dynamic dance storytelling with Sting's iconic hits, reimagined by Tony and Grammy Award-winner Alex Lacamoire. Created by Kate Prince, premiering at Sadler's Wells' Peacock Theatre in 2020, the show has toured the UK and internationally, reaching Zurich, Sydney, the Netherlands, and Broadway. In 2024 it was adapted into a feature film, released in UK cinemas, broadcast on PBS in the U.S., and streamed worldwide, capturing ZooNation's choreography and Sting's music in a groundbreaking, immersive format.

- ***Ebony Scrooge***

A brand-new production co-produced by Sadler's Wells, premiering this Christmas at the new Sadler's Wells East in Stratford. *Ebony Scrooge* is a vibrant and contemporary adaptation of *A Christmas Carol*, reimagined with ZooNation's signature style, bold storytelling and dynamic choreography. Created by our Associate Artistic Director, Dannielle "Rhimes" Lecoite, this production promises to bring fresh energy and vision to a timeless classic.

Marketing and Communications Manager

Job Title Marketing and Communications Manager

Salary: £35,500 p/a (Pro-rata £21,300 @ 3 days p/w)

Hours: 7.5 hours per day (inc 1 hour paid lunch)

Enhanced Sick leave: 4 weeks full pay, followed by 4 weeks half pay, followed by Statutory Sick Pay (SSP)

Holiday pay: 28 days + bank holidays of paid leave per annum (Pro-rata 22 days p/a)

Overtime: ZooNation: The Kate Prince Company does not operate overtime but operates flexible TOIL system

Responsible to: Executive Director (Strategy & Development)

Responsible for: Marketing & Company Coordinator

Notice Period: 3 months

Working base: Flexible/hybrid working offer. We have a London based office where attendance is expected at least one day a week. ZooNation have a

very flexible approach to working and know the importance of work life balance

IT: Company MacBook Air and mobile phone provided

Job Description

Main purpose of the job

Lead on growing and securing the positive profile of ZooNation: The Kate Prince Company, promote its work and contribute to the organisation's strategic direction and business growth.

Main duties and responsibilities

- Devise and deliver ZooNation: The Kate Prince Company's Marketing and Communications strategy across all areas of the Company's work to ensure maximum impact.
- Line manage the Marketing and Company Coordinator
- Lead on producing high quality and impactful marketing assets across all platforms
- Lead on and oversee the management of ZooNation's website ensuring all content is accurate, up to date and effectively shares the organisation's mission and values, supported by the Marketing and Company Coordinator
- Contribute ideas to company planning across productions, engagement, learning and artistic development.
- Support evaluation, monitoring and data management to strengthen the organisation's business and artistic development.
- Lead on the devising of all external online communication including creation, scheduling and monitoring, supported by the Marketing and Company Coordinator
- Lead on all Marketing and Press relationships with external partners (particularly regional venue production, engagement and marketing working on ZooNation productions to ensure clarity, confidence and impact of ZooNation's production marketing.
- Be responsible for creating and managing the Marketing and Communications budget
- Create and disseminate clear brand guidelines for ZooNation to be understood and actioned internally and externally
- Lead on an impact report articulating the company's place, celebrating ZooNation's impact in participation, engagement and productions
- Find and manage appropriately skilled freelancers to assist with Marketing and Communications activity
- Ensure the delivery of company policy and legal compliance with data protection
- Represent ZooNation: The Kate Prince Company at meetings and industry events

Policy, Planning and Development

- Create and implement ZooNation: The Kate Prince Company marketing, audience development and digital strategies and monitor and evaluate their effectiveness
- Build effective, working partnerships with key organisations and partners and lead on the Marketing and Communications relationships
- Work with the Executive Director to maintain and grow support from a range of funders and promote a range of fundraising campaigns
- Contribute to funding applications, annual reporting and individual funder reports and donor management
- To keep informed of marketing developments in dance, theatre and in the cultural sector in general, attending industry events as required.

Communications and Digital

- Lead on the delivery of ZooNation's Digital Strategy, identifying new opportunities for growing audiences
- Oversee the creation of all marketing collateral; print (flyers, posters, brochures, annual reports) and digital (website, e-newsletters, social media)
- Write engaging and accurate copy for the full range of online and offline media and maintaining and developing ZooNation's 'digital voice'
- Oversee (supported by the Marketing & Company Coordinator);
 - the production and review of engaging and relevant digital content
 - the management of ZooNation's website ensuring content remains relevant and up to date
 - all social media channels, reviewing and responding as required
 - ZooNation's CRM and develop the company's CRM strategy to increase audience loyalty
- Monitor usage and effectiveness of the organisation's online platforms using relevant tools to develop strategies to broaden reach, deepen engagement and promote loyalty among all stakeholders,

External Relations

- Lead on Marketing and Communication relationships with all key producing partners
- Act as ZooNation's brand guardian ensuring consistent application across all media, including its use externally
- Positively promote ZooNation: The Kate Prince Company's brand values
- Build and seek out new online, print, broadcast and digital partnerships to increase reach for the organisation's work

Data and evaluation

- Data management and analysis to support funding applications to support the General Manager
- Manage freelance Evaluators to support the creation of a compelling impact case study covering ZooNation's engagement and production respectively

General duties

- Support fundraising opportunities and grant applications for ZooNation: The Kate Prince Company as required
- Undertake all activities in compliance with ZooNation: The Kate Prince Company's policies and procedures with particular reference to equality and health and safety
- Promote the activities, products and values of ZooNation: The Kate Prince Company
- Participate in the staff review and development scheme, and undertake continued professional development activities as identified

Person Specification

- Experience of working within an arts marketing role, ideally the Performing Arts or Charity Sector
- Experience of delivering successful digital marketing and audience development campaigns
- Excellent communication skills and able to confidently communicate and develop relationships with key stakeholders including artists, partner theatres, freelancers and third party agencies
- Strong organisational skills with the ability to manage multiple projects and deadlines
- Excellent attention to detail
- Strong and creative copywriting skills
- Proficient in content creation tools such as Canva
- Experience of using CRM and content management
- A collaborative and flexible approach to working with a team
- A proactive self starter
- A commitment to ZooNation's mission and values

We welcome applicants with transferable skills to apply.