

Job Opportunity



Growth & Development Director

*Join us on our
exciting mission
to transform
lives!*



The Opportunity



Growth & Development Director

This is an exciting time to be joining DanceSyndrome where inclusivity and equality create a vibrant energised connected 'family'. We aim to maximise our impact on a big scale. We have bold ambitions to deliver an outstanding, collaborative, and high-quality programme of co-produced and co-delivered inclusive dance across the North-West, to develop a pathway of opportunities for people with learning disabilities from early years to adulthood and to develop a best practice social replication model.

At DanceSyndrome, we change mindsets about leaders with learning disabilities through a bold model of co-produced dance. Our direct impact creates hope for the future by growing confidence, building experience and providing creative opportunities in a pioneering way.

The multi award-winning charity was founded by Jen Blackwell, who has Down's syndrome, because she found it difficult to find opportunities in community dance that were accessible to people with learning disabilities.

DanceSyndrome's ethos is that disability should never be a barrier to following your dreams. All DanceSyndrome sessions are disability led, with people with learning disabilities taking visible Dance Leader roles to inspire people to see what can be achieved when we all become more inclusive.

We are currently looking for an experienced Growth & Development Director to join us.

About the role

DanceSyndrome is looking for an exceptional, experienced, self-motivated, and enthusiastic Growth & Development Director with a minimum of 10 years' work experience to lead, manage and execute DanceSyndrome's strategy: Vision 2030 with a specific focus in driving revenue into the organisation, and participation and audience engagement.

We have ambitious plans for the next few years. Our Growth & Development Director will need to be an extremely personable and approachable individual with a strategic mind, and persuasive (Sales) manner who is able to reach and attract new participants, increase participants attending our Community workshops, and increase and reach new audiences for our Performance work to ensure the long-term sustainability of DanceSyndrome's community offering.

The Organisation

About DanceSyndrome

DanceSyndrome is an inclusive and multi-award winning charity creating change for people with learning disabilities and transforming lives through dance in a unique, groundbreaking way which doesn't exist anywhere else.

Using our unique co-production methodology, we offer a broad programme of innovative dance, leadership, inclusion workshops and training for people with learning disabilities, whilst addressing health inequalities, social inclusion, prevention and transformation.

Over the last four years, the charity has experienced an exponential increase in demand, both regionally and nationally, so we are expanding our team to compliment the skills of our existing staff.

The Future For DanceSyndrome

This is a really exciting time for our charity with an ambitious Managing Director who who has led the organisation since 2021 and a pioneering Artistic Director who together make up the senior management team.

We are currently executing our bold strategy Vision 2030, with three key strands:

DanceSyndrome Vision 2030



To deliver an outstanding, collaborative, and high-quality programme of co-produced and co-delivered inclusive dance across the North-West.

To create a pathway of opportunities from early years to adulthood.

To develop a best practice model that others can replicate across the UK which embeds our values, maintains our quality & delivers on our mission to empower people with learning disabilities.

Partnerships

Collaboration

Inclusion

Influencing

Sustainability



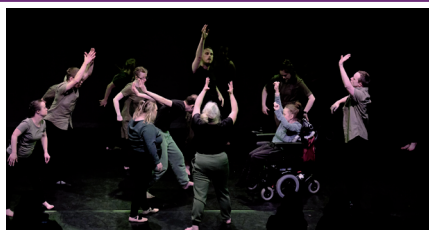
The Strategy

As part of the Vision 2030 strategy, we deliver our work in three different delivery strands:



Community Dance

- 'Everybody Dance' Community Sessions (In person & on Zoom for adults)
- Children & Young People Dance Programme (Early Years/Infants/Juniors/Teens)
- 'Everybody Dance' Social Replication Model
- Outreach & Leadership in Action Events
- Commissioned Classes & Workshops



Artist Development

- EXTEND: Artist Development Programme with three pathways:
- LEADERSHIP: Dance By Example Leadership Programme (a range of accredited qualifications)
- CHOREOGRAPHY: iCreate Choreography Programme
- PERFORMANCE (TBD)
- DS Youth Collective
- Artists Sharing and Learning



Training & Consultancy

- "Inclusion in Action" Workshops

In 2025 we started implementing our Children & Young People strategy:

Children & Young People's Strategy 2030

By 2030, we will have an inclusive dance provision offer for all ages from age 4+ and run a 'test' project for early years 0-4

- We will primarily support children & young people with learning disabilities that otherwise may struggle to access dance in traditional settings.
- We will provide consistent teaching practices through different age groups & different stages of dance progression.
- We will create progression pathways, support health & well-being & enable learning & skills development.



- By 2028, we will have CYP provision in Preston, Chorley & Blackpool for age 7+, and 2 x Youth Performance Companies age 14+



- We will focus on individual progression pathways & provide key opportunities such as Role Models & Peer Mentoring support; Introduction to Leadership Skills Awards & Youth Steering Group Membership.



- Our organisational values will thread throughout everything we do: Inclusion & Equality, Collaboration & Artistic Excellence.

We will Play

We will have Fun

We will Include

We will Learn

We will be Brilliant



The formal Role Description follows with the application process on the final page.

DanceSyndrome is grateful to be supported by the following funders:



Supported using public funding by
ARTS COUNCIL ENGLAND





Job Description

Position Title: Growth & Development Director

Location: A combination of home working and in locations around the North-West

Status: Employed Staff – Full-time (37.5 hours/week) over 5 days (Monday to Friday)
(Please note you may be required to work evenings and weekends).

Salary: Salary - £40,000 per annum (plus a Sales Commission)

Reporting to: Managing Director

Direct Reports: Outreach & Events Manager, Communications & Marketing Manager, and Data & Impact Manager.

Part 1: ABOUT DANCESYNDROME

DanceSyndrome transforms lives, creating change, opportunities, and joy for people with and without learning disabilities, their families and wider community using inclusive dance as a vehicle in a unique, ground-breaking way which doesn't exist elsewhere.

This multi award-winning charity was co-founded in 2009 by Jen Blackwell, who has Down's syndrome and her parents. Jen found it difficult to find appropriate inclusive dance opportunities, dance leadership and performance training that were accessible to people with learning disabilities. DanceSyndrome's ethos is that disability should never be a barrier to following your dreams. All DanceSyndrome sessions are disability led, with people with learning disabilities taking visible Dance Leader roles working side by side with professional Dance Artists. DanceSyndrome is so much more than a dance organisation and offers a broad programme of inclusive dance, leadership training and inclusion workshops addressing health inequalities, social inclusion, prevention, and transformation. Community is at our heart, and we also hold an emerging unique place in the wider Arts landscape.

DanceSyndrome was founded in the Northwest and now has extended reach across the UK, and internationally offering weekly inclusive dance workshops (in person and online), bespoke accredited leadership training and progression pathways development for people with learning disabilities, inclusion training and consultancy for businesses, exceptional performances by the DS Collective performance company at a variety of events including the prestigious Edinburgh Fringe Festival, and sharing our inclusive approach and methodology as far wide as with the Tokyo Accessible Festival.

Our work is supported by key funders – The National Lottery Community Fund and Arts Council England.

DanceSyndrome has an ambitious strategy to be a well-recognised and well-respected community, leadership & inclusion organisation and is currently on a growth trajectory to increase the number of Community workshops co-delivered across Lancashire, and to reach and impact more people through expanding our provision from early years to adulthood.

We pride ourselves on high quality, professionalism and inclusion.

We believe partnership working and collaborations are fundamental to success.

We strive to challenge perceptions, change mindsets and provide fulfilling Leadership opportunities for people with learning disabilities.

We embed fairness, equity and sustainability throughout everything we do.





If this excited you, please read on.....

Part 2: ROLE PROFILE

MAIN PURPOSE OF ROLE:

We are looking for an exceptional, experienced, self-motivated, and enthusiastic Growth & Development Director with a minimum of 10 years' work experience to lead, manage and execute DanceSyndrome's strategy: Vision 2030 with a specific focus in driving revenue into the organisation, and participation and audience engagement.

In simple terms, this role is about bringing in more money and more people!

Working closely with the Managing Director and Artistic Director, you will lead a small team comprised of Outreach & Events Manager, Communications & Marketing Manager, and Data & Impact Manager.

This is an exciting and pivotal time for DanceSyndrome as the organisation grows into the next chapter and commercialises its activities. We are looking for someone with a strategic mindset, who can think creatively and efficiently. You will build highly productive and personal relationships with internal and external stakeholders which are fundamental to the success of this role. You will confidently be a public face representing the organisation, and you will bring extensive experience having delivered successful multi-functional campaigns to increase (non-Grant) revenue and have a proven track record of boosting participation rates and enhancing audience engagement through targeted strategies and creative initiatives.

You will identify, understand and engage with key partners and Stakeholders who can support DanceSyndrome's ambitions to be the 'go to' and 'organisation of choice' for people with learning disabilities, leadership opportunities and an inclusive unique co-led delivery model which doesn't exist anywhere else. Through effective partnership working, you will work across sectors and reach under-served and diverse communities. You will also be able to identify key barriers to access, gaps in current provision across the region and seek valuable evidence to inform strategy and to feed back to funders.

You will be an extremely personable and approachable individual with a strategic mind, and persuasive (Sales) manner who is able to reach and attract new participants, increase participants attending our Community workshops, and increase and reach new audiences for our Performance work to ensure the long-term sustainability of DanceSyndrome's community offering.

You will have a passion for inclusion in the arts, and for advocating for people with a learning disability and bring energy, a strategic mindset and a willingness to do the delivery.

We particularly welcome applicants from Global Majority, who identify as LGBTQIA+, People with Disabilities and Older People to apply for this role.

POSITION IN ORGANISATION: Senior Leadership Position, Reporting to Managing Director (MD)



Part 3: MAIN DUTIES & KEY RESPONSIBILITIES

Responsibilities

- Line Management of Outreach & Events Manager, Communications & Marketing Manager, and Data & Impact Manager. This includes regular one-to-ones, setting objectives, monitoring deliverables and measuring outcomes.
- To work closely with the Managing Director & Artistic Director to successfully execute the Vision 2030 strategy.
- To oversee and ensure our existing Community provision is sustained, continues to grow, and always operates safely and securely.
- To develop & lead a strategic plan to increase participation in our community workshops (in person & online), including new Children & Young People sessions.
- To promote standards of Quality and Excellence in all Community workshops.
- To oversee & manage Community Partnerships where we have bespoke regular workshops and/or commissioned classes.
- To identify new opportunities for sessions/commissioned classes as a revenue stream.
- To oversee & manage both Community & large-scale commissioned events and activities
- To work closely with the Managing Director & Artistic Director on our Social Replication model and develop a plan to grow this model (to grow our brand awareness, and as a potential long-term income stream).
- To lead on the key messages for our different audiences.
- To lead and oversee all our Communications & Marketing work and how this supports driving revenue and participant and audience engagement.
- To develop & lead a strategic plan to attract new audiences and to increase audience engagement for our performance work. (Selling seats!)
- To lead and oversee the website with the aim of increasing traffic and converting visitors.
- To develop a strategic plan for non-grant income generation including individual giving, major donor funding, sponsorship, donations, playing the Lottery & any other potential incomes streams.
- To develop new and innovative Sales strategies
- To support selling our 'Inclusion in Action' training as a sustainable revenue model through effective marketing & audience reach.
- To oversee our Data & Impact & develop key strategies to support developing new revenue streams & attracting new people and audiences.

Part 3b: OTHER DUTIES

- To undertake any relevant training as required by the charity.
- To follow all relevant charity policies and procedures.
- To contribute to the strategic development of the organisation by contributing at team meetings, writing a report for the Board on a quarterly basis and engaging with any other related work.
- To fulfil any other tasks requested by the Managing Director or the Board to support the continued development of DanceSyndrome.



Part 4: PERSON SPECIFICATION

Essential

- Live in the North-West of England and the ability to travel frequently around the region.
- Enhanced DBS check. (DanceSyndrome can arrange this if you don't have one).
- Minimum 10 years' experience working in Growth Development/Sales & Marketing roles or with transferable skills to carry out the main duties & responsibilities of this role.
- Previous effective Senior Manager Level experience (Managing & motivating individuals & teams).
- Educated to at least Degree level or above
- A strategic mind-fit but not afraid to roll up your sleeves and deliver operationally
- Excellent communication skills (both written and verbal)
- Superior organisational skills
- An exceptional Leader who is mission-driven alongside having a strong commercial and financial acumen.
- Can multi-task and hold a wide range of logistics at any one time
- Efficiency & time management skills
- Extremely personable & a good negotiator
- A self-starter who gets things done
- A problem solver
- Good understanding of budgeting & financial management
- Excellent attention to detail
- A creative flair
- Strong working knowledge of computers and proficiency with Microsoft Office
- A flexible approach to working and experience of working positively in a diverse environment
- Good sense of humour and strong team player

Desirable

- Working with people with learning disabilities.
- Previous experience of working/volunteering in a small charity/social enterprise.
- An interest in dance

How to Apply



Equal Opportunities:

The DanceSyndrome family is filled with passionate and motivated people who are committed to creating a world where everyone can thrive and fulfil their potential.

Inclusion, diversity and equity are at the heart of our organisation. We are keen to hear from applicants of diverse cultures, perspectives and lived experiences. You do not need specific experience of working previously with people with learning disabilities, we are looking for people who believe in what we do and want to support DanceSyndrome to grow its impact and to help create a fairer, more inclusive and equitable society for everyone.

Please complete our anonymous Equal Opportunities Monitoring form when applying. This can be found at: <https://bit.ly/DSEqualOpps> or by scanning this QR:



To Apply:

To apply for the role, please send a CV and covering letter to Julie Nicholson, Managing Director on julie@dancesyndrome.co.uk with "Job Application" as the email subject. If you would like an informal chat about the role, please email Julie to arrange this.

We are very happy to accommodate any requests for reasonable adjustments. Please let Julie know as part of your application.

Please apply before **5pm on Tuesday 1st September.**

There will be a two-stage formal application process with interviews conducted online. Stage one interviews will take place on Thursday 10th & Friday 11th September. Stage two interview dates TBC.



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www.dancesyndrome.co.uk

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