

Recruitment Pack

Board Member (Marketing & Audiences)

We are seeking marketing, audience development and audience insight expertise for the next stage of Dance Consortium's development

Dance Consortium is inviting expressions of interest to join its Board as a Director, with a particular focus on marketing, audiences and audience insight expertise.

Over the last three years, Dance Consortium has positioned itself as one of the most effective and respected mechanisms for bringing large-scale international work to audiences across the UK and Ireland. In the context of increasing pressure on international touring, evolving marketing channels and continued shifts in audience behaviours, it has become more important than ever that Dance Consortium operates strategically at the intersection between UK venues, international companies and audiences.

Dance Consortium's membership model ensures that venue needs are listened to and understood, while a full-time team of expert tour producers seeks out and delivers tours that respond to those needs. This critical dialogue is unique and invaluable at a time when it is increasingly challenging for venues to maintain international relationships, yet a positive representation of life beyond our borders has never been more important on our stages.

Over the coming years, Dance Consortium will continue to build its national and international reputation, pursuing its ambition to bring the best contemporary dance artists from around the globe to the UK. As we move towards writing the next Arts Council England application and demonstrating our ability to deliver that ambition, we are looking to strengthen the Board with marketing, audience development and audience insight experience for the next phase of our development.

We look forward to hearing from you.

Joe Bates
CEO

Marianne Locatori & Stephen Crocker
Co-Chairs

About Dance Consortium

Founded in 2000, Dance Consortium is a unique collaborative network of 24 large-scale venues across the UK and Ireland.

Together we identify and present high-quality international dance companies; share risk and investment across a national network; broaden access to culturally distinctive and globally significant work; and deliver tours accompanied by learning, engagement and sector development activity.

Since its inception, Dance Consortium has delivered 57 tours by 31 companies from across the world, reaching audiences of over 850,000.

We are a National Portfolio Organisation supported by Arts Council England and governed by a Board made up of Member Directors and Independent Directors.

Why Join the Board Now?

The context for international touring is evolving rapidly, with:

- changing deal structures and cost base
- complex international working conditions
- increasing ambitions around sustainability
- the need to diversify income and strengthen resilience
- greater opportunity for global partnerships and cultural diplomacy

Dance Consortium has recently:

- stabilised major tours through Transform investment
- developed a new financial tour modelling tool
- strengthened international partnerships
- begun diversifying fundraising and partnership income
- expanded its permanent staffing structure

The next stage of development requires clear strategic oversight, strong sector intelligence and confident governance. This is an opportunity to help shape the future of international dance touring in the UK.

The Role

Board Directors hold governance responsibility and bring sector expertise. They:

- represent their areas of expertise within Board discussions
- contribute to strategic development and financial oversight
- share collective responsibility for Board decisions
- attend Board meetings (4 per year, mostly online)
- join one out of three subcommittees (3 meetings per year, online)
- occasionally attend Membership meetings, which follow Board meetings
- contribute to Board away days and key planning sessions

Directors are appointed for a 3-year term and serve up to two terms, three by exception.

Priority Expertise: Marketing & Audiences

Following a Board skills audit, Dance Consortium is seeking a Board Member who can bring strong marketing, audience development and audience insight expertise. This expertise will support the Board as it considers audience behaviours, market demand, venue needs, touring strategy, brand positioning and the role of data in shaping future plans.

- senior strategic experience in marketing, communications, audience development or audience insight, with the ability to contribute at Board level to long-term organisational direction and resilience
- a strong understanding of how audience behaviour, market conditions, brand positioning and sales intelligence can shape strategic decision-making
- experience of using audience, market or commercial insight to inform business planning, investment decisions, programming strategy or organisational growth
- the ability to challenge, support and advise executive teams on audience development priorities, balancing artistic ambition, access, income generation and long-term impact
- confidence helping an organisation think strategically about how to broaden, diversify and deepen audiences
- an understanding of large-scale venue networks, cultural audiences, ticketing economics, digital engagement, CRM, pricing or public funding contexts would be helpful, but is not essential

How this expertise will contribute:

- strengthen Board understanding of current and emerging audience behaviours
- help interpret market data and audience insight when considering strategy
- help the Board test assumptions around audience demand, campaign planning, pricing, access and reach
- advise on audience development, communications, brand and campaign approaches across a national network
- contribute to preparation for the next Arts Council England application by helping articulate Dance Consortium's audience reach, engagement and impact

Governance Structure

Dance Consortium aims to maintain a Board of around 10 Directors, made up of a mix of Member and Independent Directors. The Board:

- oversees strategy, financial management and policy
- supports the Chief Executive
- sets the overall direction of the organization

Programming decisions are made collectively through Member meetings.

Time Commitment & Practicalities

- 4 Board meetings per year (mostly online)
- potential membership of specialist working groups
- optional attendance at membership meetings
- occasional in-person meetings or away days
- 3-year term (renewable up to two terms, three by exception)
- voluntary role with reasonable travel expenses covered

Equity, Diversity & Inclusion

Dance Consortium and its members are committed to ensuring equality of opportunity and equity of access across all areas of our work.

We are actively working to address underrepresentation at Board, Executive and freelance levels. Recruitment is a key part of this commitment.

We particularly welcome expressions of interest from individuals who bring lived experience and perspectives currently underrepresented within our governance.

How to Apply

To express interest, please send:

- a short summary of your experience that makes you suitable for the role
- an outline of your expertise in relation to Marketing & Audiences
- a paragraph outlining why you are interested in joining the Board

Please send an email to trusteerecruitment@danceconsortium.com

Deadline for Expression of Interest: 10am on Monday 27th July

Interview Date: Wednesday 5th August (ideally in person in London)

Thank you for your interest in Dance Consortium. We look forward to hearing from you.

If you have any further queries, or would like an information conversation, please email trusteerecruitment@danceconsortium.com.

Appendix

Director - Role Description

This document forms part of the governance framework of Dance Consortium Limited (Company No. 6179223; Charity No. 1130289).

Legal Duties

As a Director of a charitable company, you are required to:

- Act in the best interests of the organisation
- Uphold its charitable objectives
- Exercise reasonable care, skill and diligence
- Avoid conflicts of interest and declare them where they arise
- Ensure compliance with charity and company law

Core Responsibilities

Directors collectively:

- Set and oversee strategic direction
- Approve annual budgets and monitor financial performance
- Ensure robust risk management
- Oversee policy development, including EDI and environmental policy
- Support and appraise the Chief Executive

Collective Responsibility

All Board decisions are made collectively. Directors share responsibility for those decisions, even where individual views may differ during discussion.

Term of Office

- 3-year term
- maximum of 2 terms, 3 by exception