

# **Yewande 103 Limited**

## **Freelance Digital Content and Communications Lead**

### **Job Pack**

Firstly, thank you for showing an interest in applying for this role and for taking the time to read through the application pack. This is a new role for my company Yewande 103 and I am so excited to work with someone to better showcase and communicate my creative practice, build new connections and reach new potentials together. Expansive, heart-centred, innovative and confident communications are guiding qualities I strive for and I am very much looking forward to deepening this crucial aspect of building my audience quantitative reach, and quality of connection.

The Freelance Digital Content and Communications Lead will join a small, dedicated team of Executive Producer Nancy May Roberts and myself. We are passionate, open, warm and driven creatives and we look forward to welcoming and meeting you.

- Alexandrina Hemsley, Creative Director, Yewande 103

### **OVERVIEW**

Yewande 103 (founded in July 2020) stems from the past 12+ years of Alexandrina Hemsley's artistic practice as choreographer, advocate, dancer, writer, facilitator, educator and mentor. Yewande 103 lives as compassionate, embodied advocacy in action through choreography, production, artist support and mental health discourse. We are anti-racist, anti-ableist, trauma-informed, disabled, neurodiverse and survivor-led.

We are inspired by dance's inherently fluid and embodied potential to unfix known/binary hierarchies of knowledge and power. We strive to feel into (and lead from) the crucial questions of whose voices are heard and how? Asking, who has access to their creative expressions and who is facing systemic barriers, inequities and injustices?

'Yewande' is Alexandrina's middle name. It has been passed down the women in Alexandrina's family from their great-great-grandmother who ran away from slave

traders in Nigeria. She hid, survived and lived until she was 103 years old. In Yoruba, Yewande means 'mother has returned'. There are echoes of intergenerational, nurturing and survivorship within this name and family history, that speak to personal/political lines of ancestry. This name also speaks to ways in which Yewande 103 would like to hold others and uphold values of care and connection.

Yewande 103 is at a pivotal point in our development, having built a successful start-up over the past year, we are now looking towards the strategic expansion of our digital content creation, archiving, impact & engagement. We want to find ways to tell our story most effectively and we seek to increase our reach to audiences and participants who are marginalised within the arts and healthcare. Yewande 103 are committed to working across arts, mental health and social health care contexts and spaces.

In the past year, Yewande 103 have worked with Bernie Grant Arts Centre/Tottenham Literature Festival, Battersea Arts Centre, Cambridge Junction, COAST, Chisenhale Dance Space, DaDafest, Dance Ireland, Disability Arts Online, Independent Dance, Kampnagel, Karen Gallegher Associates, Live Art Development Agency, Nora, Northern School of Contemporary Dance, Our Dance Democracy, Parable Network, People Dancing, Royal Central School of Speech and Drama, Sadlers Wells, Siobhan Davies Studios, Sightlines, South East Dance, Theatre Formen, The Lowry, The Place and Yorkshire Dance

## **ABOUT THE ROLE**

The purpose of the role is to lead on, plan and deliver Yewande 103's digital content, communications strategies and campaigns, in alignment with our organisational priorities and vision; compassionate, embodied advocacy in action. We would like to find ways of increasing our digital engagement, we are mindful of the barriers at play in access to digital content, we want to continue to champion and strive for change in ensuring creative spaces are accessible.

We envision that we will draw upon existing assets, digital works and advocacy resources and new works and digital resources to come; we will share the Yewande 103 Open Template Access Rider for Freelancers (created 2020), podcasts (2021/22), recent publications (2021) & advocacy texts (2012-2021) more widely than has been previously possible. We are developing a new website where Yewande 103 digital works will be galvanised in one place.

Exact responsibilities and objectives will be set in collaboration with the appointed person. The appointed Freelance Digital Content and Communications Lead will achieve these objectives alongside Yewande 103's Creative Director (Alexandrina Hemsley) and Executive Producer (Nancy May Roberts).

## HOW TO APPLY

Please [submit this form](#) by **5 pm Thursday 30th September 2021**. The form will ask you four questions and to upload your C.V. You can type your answers or choose to upload your answers via voice recording or video recording in the second part of the form. Please note: If the application form is not accessible to you, please email your answers (in text, audio or video form) directly to [production@yewande103.com](mailto:production@yewande103.com)

The questions we will ask are:

- 1. Please tell us about yourself and why you are interested in the role**
- 2. Please tell us about the key experiences that you hold that you feel will best support you to do this job**
- 3. What is your vision for leadership and innovation in this area of accessible digital content and communications?**
- 4. Please tell us about the key experiences that you hold in working across dance and/or mental health, social health care, community spaces**

We will hold interviews with shortlisted candidates via zoom on **8th October 2021**. We will send the interview questions in advance.

Yewande 103 oppose all discrimination on the grounds of race, nationality, ethnic or national origin, class, gender, sexuality, religion, age, parenting responsibilities, caring responsibilities, neurodiversity or disability. We encourage applications from people with heritage from the global south/majority and who identify as disabled and/or neurodiverse.

We will focus our selection on the alignment of the applicant's application and interview with our company values and priorities, and the skills required to fulfil this role. Where two or more applicants both align with the values, priorities and skill set required, priority may be given to a person with heritage from the global south/majority with lived experience of disability and or neurodiversity or the applicant who belongs to a less well-represented group that is subject to marginalisation.

Please let us know if you have any access requirements that you would like us to note for the application and interview process. The form will also ask if you have any access requirements for the interview.

If you would like to discuss the role or the application process informally, contact us at [production@yewande103.com](mailto:production@yewande103.com)

This recruitment process is being supported by Bernie Grant Arts Centre and Disability Arts Online

## **ROLES AND RESPONSIBILITIES**

- Develop a coherent, impactful and achievable digital content strategy for Yewande 103
- Build and deliver campaigns around new and existing Yewande 103 assets including our upcoming podcast series on Black disabled leadership in dance (supported & distributed by Unlimited).
- Design promotional materials and Social Media templates
- Oversee and manage the organisation's social media presence, including designing, scheduling and posting across platforms
- Oversee and manage the development of the Yewande 103 accessible website and branding, acting as the lead liaison and steer for contract and conversation with website & branding companies, ensuring that the work is speaking across our organisational priorities.
- Develop the Archive of Alexandrina/Yewande 103's previous works
- Oversee and deliver the communications for all Yewande 103 works including digital and non-digital works
- Coordinate project-based press outreach
- Collaborate with Alexandrina to write copy for social media, website and promotion of Yewande 103 works
- Oversee and deliver the development and production of Yewande 103's new digital assets including our upcoming podcast series on Black disabled leadership.
- Ensure all Yewande 103 digital communications and resources are fully accessible (embedding transcripts, captions and BIPOC BSL interpretation where applicable), maintaining forward thinking and innovative approaches to access in digital communications.
- Concisely highlight Yewande 103 activity across different mediums (podcast, film, publication, movement workshops, dance productions, access rider) and multiple platforms. Ensuring that Yewande 103 offers multiple access points to discourse & engagement.

## **PERSON SPECIFICATION/ WHO WE ARE LOOKING FOR**

These are the skills and qualities we are looking for. Experiences you may be bringing can be in a paid or unpaid context.

### **ESSENTIAL:**

- Knowledge of accessibility within communications
- Experience of working in an access-oriented setting
- Experienced in arts, small business and/or social enterprise social media strategy

- and implementation for both developing audiences and community building
- Knowledge of community, social health care and mental health support infrastructure in the UK
- Expertise of audience building across dance, arts, social health care and community settings
- Invested interest in disability and racial justice
- Graphic design skills
- Understanding of brand management and brand guideline implementation
- Build and work within communications systems and infrastructures in a small team
- Be responsive to changing delivery priorities whilst maintaining and delivering long term vision
- Self-organised with strong time-management skills
- Proven track record of working to deadlines

### **PREFERRED:**

- Knowledge of the ways in which racism and ableism operate in work environments and in communications and social media and have an invested interest in the dismantling of this and in anti-racist, anti-ableist approaches
- Knowledge of dance infrastructure in the UK
- Knowledge of Yewande 103 and Alexandrina Hemsley's work
- Website management skills
- Experience in working on media relations, press outreach and press release development

### **TERMS OF EMPLOYMENT**

**Job Title:** Freelance Digital Content and Communications Lead

**Dates:** This engagement will be from the period of 1st November 2021 - 1st May 2022, covering 36 days of work. This is 1.5 days per week with 4 weeks break across the 6-month period.

**Fees:** The rate of pay is £175 per day for the entirety of this engagement. You will be responsible for your own NI and Tax contributions.

**Contract:** Fixed term, freelance contract for 36 days of work across a 6-month period with a 1-month probationary period. Yewande 103 supports flexible hours and home working, with some shared working times to be agreed upon.

**Access:** Access requirements for undertaking this role and any additional financial arrangements will be taken on a case by case basis and discussed confidentially with

the appointed applicant.

**Works closely with and reports to:** Alexandrina Hemsey, Creative Director; Nancy May Roberts, Executive Producer

**Location:** Ideally UK based or with knowledge of UK dance and social health care infrastructure

**Start Date:** 1st November 2021