



**Job Title:** Digital Innovation Project Manager [3 Days a Week]

**Responsible to:** CEO and Artistic Director

### **About Serendipity**

Serendipity is an internationally connected social enterprise that actively changes the UK artistic and cultural landscape with an innovative and inspiring high-quality programme, focusing mainly on work coming out of the African and African Diaspora. Serendipity fosters innovative new work from artists, both emerging and established, bringing diversity to the forefront of cultural experiences for all.

### **About the role**

Serendipity is looking to recruit a Digital Innovation Project Manager. This post comes at an exciting time in the organisation's development with the start of a new project, *Black Digital Dance Revolution*. Black Digital Dance Revolution is a nationally significant project working with regional partners; Serendipity (Leicester), Northern School of Contemporary Dance (Leeds), Dance City (Newcastle), Dance Umbrella (London) and beyond. Drawing on the dance heritage of these four cities to develop a touring exhibition and online interface. In each location, a selected work of a trailblazing choreographer will be reimaged for the creation of a short dance film, accompanied by CPD opportunities, workshops and artist led residencies, commitment to access and underserved communities.

The purpose of the post is to establish a national and international digital touring programme, developing new audiences in person across the UK, online and internationally. The Digital Innovation Project Manager will explore how digital and physical interfaces can be integrated to push the boundaries of how artistic work is created, documented, shared and taught through dance films, digital/physical exhibitions,

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Company registration number in England and Wales 07248813  
Charity registration number in England and Wales 1160035

wraparound work for conferences and courses. This includes livestreaming, digital platforms, augmented reality, virtual reality, current technological development and the generation of new income streams.

## **Main Duties and Responsibilities**

The Digital Innovation Project Manager will work closely with the project partners to manage the various aspects of this project, from the development of digital infrastructures to creating content and leading on the touring programme. Main duties and responsibilities are:

### **Digital / Content Production**

- Create interesting and informative digital content. Developing and implementing appropriate digital content strategies that showcase the work of artists and support Serendipity's audience development and communications needs, repurposing content for different audiences and channels.
- Producing a timeline for content production and delivery to this timeline.
- Developing a SEO strategy.
- Overseeing the ongoing development and management of the project website/interface;
- Managing the project's online presence, including effective use of email marketing and social media platforms to effectively engage with wider audiences, contributing to creation and distribution of digital content (including audio and video recordings) and supporting the training the wider network of team members.
- Leading on the development and innovation around new digital platforms or developments for the project.
- Developing and implementing appropriate online tools to communicate with the partner organisations and audiences effectively.
- Understand and analyse key performance analytics, using findings to inform future content.

Monitoring and updating Serendipity's Box Office system (Woo Commerce) and producing reports.

## **Brand Management**

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- Championing, protecting and enhancing the profile of the partner organisations regionally, nationally and internationally through the development and implementation of an effective PR strategy, campaigns and media activity.
- Undertaking proactive management of the partners' reputation;
- Leading on branding guidelines and brand development for the project.

## Audience Development

- Undertaking or commissioning audience research to better understand Serendipity's current and potential target audiences and reach, and to inform strategic approaches;
- Working with Serendipity's team to raise awareness of, and engagement with, our programmes across a rich and diversity landscape covering age, gender and cultural heritage.
- The role will be responsible for working with the Serendipity team and external partners and HE to ensure delivery of the LDIF+ and online courses.

## Other

- Liaising with core partners and artists.
- Managing key stakeholder relationships as required.
- Co-ordinating physical/digital touring programme across four UK cities.
- Working alongside the Research and Engagement Manager to ensure all content is embedded within Serendipity's archive.
- Managing delegated communications and audience development budgets working to maximise income and minimise expenditure.
- Undertaking regular monitoring and evaluation against objectives to provide information to contribute to project management processes as required, including preparation and presentation of reports to management, partners and trustees.
- Where required, commissioning, supervising and monitoring the work of external suppliers, freelancers, including artists, designers, printers, PR and media support, photographers, film-makers, consultants and volunteers, as required by this post.

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- Contributing to Serendipity Membership newsletters when required
- Horizon scan for potential relevant opportunities as part of periodic review processes.

## General duties and responsibilities

The duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed. All Serendipity employees are required to undertake the following general duties:

- Carry out such other duties as may be reasonably requested by their line manager, or any more senior manager commensurate with the grade of the role.
- Undertake continuous professional development in line with the needs of the post and resources available.
- Travel to locations across the county and beyond as required (please note that reasonable adjustments will be considered for this factor as required by the Equalities Act).
- Be aware of and comply with GDPR and Data Protection legislation and confidentiality.
- Ensure compliance with health and safety policies and procedures, and risk assessments.
- Share in Serendipity commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- Be aware of Serendipity's Equality and Diversity policies and actively promote equality of opportunity.
- Act as an ambassador to support and improve awareness of the Serendipity and key partner's activities representing Serendipity at events and meetings as required;
- Carry out all duties in accordance with Serendipity policies, procedures and practices;
- Behave in a manner consistent with Serendipity values and code of staff conduct.
- Managing collateral intellectual property that will be used in promotions for permissions. Permissions for use of imagery, video and audio etc. Liaising with intellectual property holders for permissions.
- Database management in relation to the project's audiences, partners and collaborators.

- Operate within an agreed budget. Managing budgets, liaising with team and producing financial reports.

## Remuneration and Terms

This is a part-time post with a Pro-Rata salary of £21,000. The post has a Pro-Rata annual leave entitlement of 28 days per annum (including Bank Holidays). Staff are automatically enrolled in the company pension scheme.

The post-holder will be required to travel to Serendipity activities and events as necessary. These events may take place outside of normal working time and time off in lieu will apply on such occasions.

## To Apply

Please email a copy of your CV and a cover letter to Pawlet Brookes, [opportunities@serendipity-uk.com](mailto:opportunities@serendipity-uk.com) with the job title in the email subject.

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|--------------------------------|---|
| Hours:                         | Part-Time (24 hours per week). To suit hours of business, including some evenings and weekends. |
| Contract:                      | March 2022 – December 2023 Fixed Term   |
| Salary:                        | £21,000 (Pro-Rata) subject to experience  |
| Start date:                    | March 2022 (subject to notice period)   |
| Closing date for applications: | 14 January 2022   |
| Location:                      | Serendipity office in Leicester   |
| Interviews:                    | Week Commencing 24 January 2022   |

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