



## **COMMUNICATIONS, CONTENT AND NARRATIVE LEAD**

### **JOB PACK - JUNE 2026**

#### **ABOUT SEETA PATEL DANCE**

Seeta Patel Dance is a UK-based company driven by diversity, integrity, and artistic innovation. We exist to inspire and empower – championing a more equitable arts landscape where every voice has a place.

Under Seeta Patel's artistic leadership, SPD has built an international reputation for its fearless fusion of classical Bharatanatyam and contemporary dance. Our work forges cross-cultural connections, amplifies South Asian artists, and asks bold questions of its audiences. Our repertoire spans Bharatanatyam solos to large-scale, provocative works that confront contemporary issues and challenge the status quo.

We are equally committed to the future of the artform. Through our Talent Development Programme, we create genuine pathways for emerging artists – offering workshops, masterclasses, mentoring, and apprenticeships that nurture professional growth, with a particular focus on dancers from South Asian backgrounds. We believe dance is not just a discipline but a profound force in society, and we build environments where that belief takes root.

Our impact has been widely recognised – from the Adelaide Fringe Best Dance Award and the Eastern Eye Culture & Theatre Award to an Olivier nomination. In 2023, SPD became an Arts Council England National Portfolio Organisation,

cementing our position as the first Bharatanatyam repertoire company in the UK.

This is only the beginning. SPD will continue to bring integrity, courage, and a commitment to storytelling that creates space for diverse perspectives – especially those less often heard – to the wider arts sector; broadening audiences, deepening engagement, and influencing lasting change.

### **MAIN PURPOSE OF THE ROLE**

We're looking for a proactive, creative storyteller to join SPD as our Content & Narrative Lead.

This is a pivotal role. You will shape and deliver our social media, communications and digital content work- translating our artistic, talent development, community and organisational value into clear, confident narratives that resonate across our digital channels. You'll be the voice that brings our brand to life, while safeguarding the integrity and quality of everything we put out into the world.

Taking ownership of our social media presence, you'll champion the full breadth of our programming, practice and projects - growing our audiences, deepening engagement, and driving meaningful impact across platforms. You'll work closely with our artistic and operational teams to ensure our storytelling is always authentic, purposeful and bold.

Success in this role means more than metrics - it means audiences who feel genuinely connected to our work and a brand presence that reflects the ambition and values at the heart of SPD.

As SPD evolves to meet the changing needs of our company the roles required of all staff will evolve. As such, this info pack is not intended to represent the role that the incumbent will perform in perpetuity. This role statement is intended to provide an overall view of the role as at the date of this statement.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Alignment and Positioning**

- Align content and narrative with marketing output, maintaining a clear representation of our positioning, tone of voice, values, and long-term artistic direction.
- Build and maintain a coherent narrative framework that connects SPD's heritage in Bharatanatyam, our contemporary practice, our community work, and our vision for the future of the artform in the UK.
- Lead SPD campaigns across stage, community work, and digital platforms, liaising with external partners, advocates, and peers - including artists and influencers within South Asian and wider dance communities for reciprocal activity and amplification.
- Define editorial priorities over time - what stories we tell, when, how, and why - ensuring SPD's work is represented through a diversity of creative and cultural perspectives.
- Act as guardian of SPD's voice and aesthetic, ensuring all published content reflects our values around artistic excellence, equity, and cultural authenticity, in line with brand guidelines.
- Develop rolling, thematic content plans that are aligned with organisational priorities - proactive rather than reactive.
- Balance organisational visibility with sensitivity around participants, communities, and the cultural contexts in which we work.
- Embed awareness of environmental justice and decolonising approaches to climate within SPD's narrative - sharing perspectives, language, and learning around climate pollution and relevant initiatives, and connecting these threads to our projects and the communities they serve.

## **Content Creation**

- Ideate and produce video content for SPD campaigns, including performance trailers, artist interviews, and behind-the-scenes material.
- Edit and repurpose archive material into fresh branded assets - clips, reels, stories, threads and more.
- Capture still and moving imagery at workshops, performances, and community events, and work closely with our professional freelance photographer, graphic designer and filmmaker when required.
- Edit and repurpose archive material into fresh branded assets - clips, reels, stories, threads and more.
- Ensure all content meets high production standards, follows accessibility best practice (captions, subtitles, alt text description and audio description), and is approved by relevant stakeholders before publication.
- Develop and ideate SPD's website news, blogs, articles and our newsletter, ensuring strong integration across digital channels.
- Maintain an organised, accessible digital content archive - managing and documenting assets across relevant platforms and storage systems.
- Manage day-to-day platform activity including scheduling, copywriting, and community management, working with support from the wider team.

## **Digital Platform Oversight and Management**

- Manage and grow SPD's presence across Instagram, Facebook, LinkedIn, YouTube and TikTok with a focus on deepening audience engagement and broadening reach - particularly within South Asian communities and contemporary dance audiences. Including short-form video, to reach and engage younger and newer audiences.
- Uphold online safeguarding across SPD's social channels in line with our Safeguarding Policy and Procedures.

## **Events & Public Engagement**

- To support the planning and delivery of the organisation's annual season launch and other key events.
- To attend press nights and key performances to support audience engagement and media activity.
- To represent the organisation at external events, networking opportunities and community activities.

## **Evaluation and Collaborative Working**

- Monitor and report on social media analytics, evaluating the effectiveness of campaigns and content against organisational objectives and funder requirements, including the Arts Council England Annual Survey.
- Use data and insight to continuously inform and evolve content strategy and decision-making.
- Work SPD team to surface stories, amplify voices, and ensure SPD is represented through diverse creative and participatory perspectives.

## **General**

- Undertake any other duties reasonably requested by the Artistic Director or senior leadership team.
- Adhere to SPD's Code of Conduct and suite of policies, including GDPR, Health & Safety, and Safeguarding.

## **PERSON SPECIFICATION**

### **Essential Experience & Skills**

- A proactive, and creative approach to social media and digital content development with proven ability in creating engaging, original digital content across video, photography, and graphics.
- Strong knowledge of managing social platforms, including scheduling tools and analytics.

- Intelligent editorial judgement - the ability to engage with complexity and represent SPD's unique artistic and cultural practice clearly, confidently, and sensitively.
- Videography and video editing skills
- Experience with graphic design tools such as Canva or equivalent.
- A genuine understanding of equity, diversity, and inclusion and why it matters in the arts.
- Experience managing permissions, image rights, and confidentiality in line with GDPR best practice.

### **Desirable Experience & Skills**

- Experience working with artists, dance companies, or culturally specific organisations.
- Knowledge of or sensitivity to South Asian arts, culture, or heritage.
- An interest in classical or contemporary dance, and the role of artistry in social change.
- Understanding of e-safety and digital safeguarding.
- Interest in performance documentation or heritage archives.

### **DETAILS**

Salary/Fee: £36,000 (FTE) - a freelance agreement will also be considered

Working pattern: 3 days a week, (0.6)

Length of term: Fixed Term to 31 March 2028, with the possibility to extend, dependent on funding.

Location: Remote

Reports to: Executive Director

### **INCLUSIVITY STATEMENT**

At SPD, we are committed to building a team as diverse as the communities and artists we work with. We actively welcome applications from people who are Disabled, D/deaf, neurodivergent, or from Black, Asian and Ethnically Diverse backgrounds – groups that remain underrepresented across our sector, and whose perspectives and experiences make our work stronger.

We recognise that people have different needs and starting points, and we are committed to equity over equality – making space for input and different perspectives, particularly where voices are less often heard. We will plan for access from the outset, and we are happy to discuss any adjustments that would support your application or how you work.

We are also conscious of the power structures that shape who feels able to apply, and we actively seek to shift opportunity towards those who face systemic barriers. If something about how we've described this role or our process feels like a barrier, please tell us we'd rather know.

If you need any adjustments to support your application, please don't hesitate to get in touch.

### **How to Apply**

Please send the following to [vittoria@seetapateldance.org](mailto:vittoria@seetapateldance.org) by 17th July:

- Your CV
- A cover letter (max. 2 pages) outlining your suitability for the role and how you meet the criteria
- Confirmation you completed our [equal opportunities form](#)

Interviews will take place on the 27th July 2026.

Please contact SPD's Company Manager [vittoria@seetapateldance.org](mailto:vittoria@seetapateldance.org) if you require further assistance with your application, need the application pack in a different format or if you have any questions.

To find out more about Seeta Patel Dance, please visit our website:

<https://seetapateldance.com/>