



Job Application Pack

Outreach & Engagement
Coordinator



Rubicon Dance
Nora Street
Cardiff
CF24 1ND

02920 491477
info@rubicondance.co.uk
www.rubicondance.co.uk

Dear Applicant

Thank you for expressing an interest in working with Rubicon Dance in our newly created role of Outreach & Engagement Coordinator. This is an exciting opportunity to play a pivotal role in the future of our organisation and oversee the successful implementation of our exciting community programme.

Rubicon Dance exists to unlock self-expression so that people discover their potential, feel motivated and connected to the world. We believe everyone should have the opportunity to nurture their individual talents. This is why we have made it our mission to challenge traditional views of what it means to dance; whether this is where we dance, who we dance with, or what artistic expression looks like.

Like many arts organisations, Rubicon has weathered some challenging times in recent years but we have been undertaking an extensive process of renewal and restructuring that has led us to regain a positive perspective, and the confidence to create dynamic new roles in the organisation.

In this pack you will find some background information, along with the practical details you need to apply for the post. Should you have any queries, or if you would like a confidential and informal conversation about the role, please contact us to arrange this by emailing info@rubicondance.co.uk. For more information about Rubicon Dance, please visit our website www.rubicondance.co.uk.

Thank you again for your interest in Rubicon Dance. We look forward to receiving your application.

Yours faithfully,

A handwritten signature in black ink, appearing to be "Simon Morris", written over a horizontal line.

Simon Morris
Chief Executive Officer
Rubicon Dance



Job Title: Outreach & Engagement Coordinator

Full-Time

Based in Cardiff

Salary: £28,000 per annum

Reports to: Stakeholder Manager

Responsible for: Dance Leaders; freelance dance facilitators

Overall purpose of this role:

The Outreach & Engagement Coordinator is responsible for planning and implementing Rubicon's community participation programs to ensure an excellent standard of activities are provided within the building and in external venues, and to increase the organisation's visibility within the surrounding area.

The post holder will work closely with a range of external stakeholders, including primary and secondary schools, local authorities and public service agencies, community groups, charities, and other third sector organisations, to build strong and successful partnership networks and deliver multiple programmes addressing identified needs.

How to Apply:

To apply please send a CV and a covering letter to simon@rubicondance.co.uk.

Closing date: 12 February 2025

Interviews: week commencing 24 February 2025

Your covering letter should explain why you think you are suitable for the job and demonstrate your experience and skills according to the Personal Specification in the Job Description section. You may submit this in written format, by video or sound file, or any other manner that is accessible to you.

- Written letters should be no more than two pages.
- Video/audio applications should be no more than 10 minutes.
- If you would like to apply in another format, please get in touch.

Rubicon Dance is an Equal Opportunities employer and committed to improving its diversity to reflect the communities it serves. We welcome applicants from all backgrounds and particularly encourage individuals with diverse perspectives and experiences to apply.

About Rubicon Dance



Rubicon Dance is the oldest community dance organisation in Wales and has been delivering dance to people of all ages and abilities since 1975. We provide dance opportunities for people and communities across Cardiff, Newport, and the Vale of Glamorgan, and we have built a strong, nationally recognised reputation for our work in schools, health and social care settings, and community venues of all kinds, as well as at our own dedicated studios in Adamsdown.

Rubicon develops and supports the dance sector in Wales by discovering, nurturing and curating talent wherever it may be. We provide a variety of progression routes for dancers of all ages, allowing them to explore their love for dance and thrive creatively. Through our formal and informal education courses and performance groups, we encourage individuals to develop their artistic skills, and we provide continuous professional development and networking for the dance workforce across Wales through our Wales Wide Training Programme.

Our vision is an inclusive, vibrant, and diverse Wales in which anyone, anywhere can experience the joys and benefits of dancing, to their full potential and aspiration. Our community work brings engaging, safe, inclusive, and inspiring opportunities for dancing and movement to people in Cardiff and South Wales, especially those who may face barriers to dance. Through our education and career work, we provide excellent dance education, career progression routes and skill development for aspiring and existing professionals.

Our charitable activities

The charitable objects of Welsh Dance Theatre Trust trading as Rubicon Dance are:

For the benefit of the public, to foster, promote, and increase the interest of the public in the knowledge, understanding and practice of dancing (including but not restricted to contemporary dance, community dance, and other modern dance forms) and to promote, assist and provide facilities for presentations of such dancing and training of dancers and choreographers.

To fulfil our purpose, we undertake activities within three main programmes:

Education

This work includes our Young Dance Programme, in which we provide GCSE dance training as well as our full-time dance course (BTEC Level 3 Extended Diploma), both of which prepare talented young people from Wales at different stages of their development for entry to higher education and the major conservatoires. The GCSE programme is also designed to detect talent by working with secondary schools and providing high intensity dance training to encourage more people from diverse backgrounds to consider careers in the sector. The full-time course has run since 1986 and provides students with the technical skills as well as the necessary UCAS points to progress to the degrees offered by the conservatoires. Since its inception, we have trained hundreds of people and take immense pride in following the progress of their careers, and the course is an important part of the dance ecosystem in Wales.

Community Dance

In this programme, we engage with communities – in general, but also in specific settings such as schools, hospitals and elsewhere – to enable them to dance. We nurture participation and interest in dance, self-expression of our participants and provide opportunities to move with joy where they may be scarce. We challenge traditional views of what it means to dance, be that where we dance, who we dance with, or what artistic expression looks like. It goes beyond performance in traditional theatrical settings and encompasses an ever-growing list of alternative ways of artistic expression.

Wales Wide Training

Our Wales Wide Training Programme seeks to inspire and sustain community dance in Wales by providing training to any sector participant in a strategic way, responsive

to the needs of the dance ecology. It addresses the development and support needs of freelance community dance practitioners within the broader context of the community dance landscape across Wales. Through this programme, we contribute to the dance sector's workforce development and enhanced community dance provision through the provision of relevant, regular and varied opportunities for dance practitioners at all stages of their career journeys.

Performance and achievements

Community work

During 2023-2024 we held 1,672 sessions which were attended by 15,451 participants who physically attended the sessions and 531 who attended virtually. The scope of the community work we undertook included working with young people in schools and at our dance studios based in the heart of Adamsdown in Cardiff. In addition to this, we have provided excellent and greatly appreciated programmes in care homes and hospitals, online sessions for people recovering from serious medical conditions, and our regular dance classes for adults at Rubicon Dance Studios.

The work we undertake in hospital-based sessions included neuropsychiatry, brain injury, stroke rehabilitation, mental health services for older people, and integrated medicine for patients with dementia and confusion. We also continued to work with disabled participants of all ages offering a range of sessions which are designed to suit the needs and abilities of participants.

Education and career work

We provided 436 curriculum-based sessions to 19 schools in 2023-2024 which were attended by 857 pupils with a total attendance figure of 7,998. In the last year we were proud to get 19 young people through their Dance GCSE and a further 15 through the BTEC programme. Our end-of-year show was a superb display of the skills and creativity of these remarkable young people and was well received by all those who attended. The Leverhulme Trust have continued to support Rubicon's programme of talent detection by working with secondary schools – the programme provides high intensity dance training to encourage more people from diverse backgrounds to consider a career in the dance sector.

Wales Wide Training Programme

Rubicon has continued to bring the Welsh professional dance community together by leading on the Wales Wide Training Programme and hosting regular network and strategy meetings across Wales. We provided 96 sessions attended by over 500 professional participants, with shared Practice Forums running alongside additional one-to-one Creative Practice & Wellbeing Support sessions, Welsh language sessions aiming to boost confidence in using Welsh within dance settings, and a Guest Talk series looking at key people working in the dance ecology in Wales..

The extensive reach of the Wales Wide Training Programme has enabled us to connect with dance practitioners across the nation, including in Abergavenny, Bangor, Caernarfon, Caerphilly, Cardiff, Cardigan, Carmarthen, Ceredigion, Narberth, Neath, Newport, Port Talbot, Powys, Rhondda Cynon Taf, Swansea, and Vale of Glamorgan.

Some of the feedback we received in 2023-2024

"People can forget about their disabilities, they can forget about their pain. There is an escapism in it. Music is deeply wired despite brain injury and taking part makes them happy"

- *NHS Staff member*

"What I find with WWTP is that there is an all-inclusive approach.... Regardless of age or experience there is something that all of us can tap into. ... These sessions are giving opportunities to freelancers ...(and).. they are listening to what we need and doing everything they can to offer resources..."

- *Participant, Wales Wide Training Programme.*

"I found Rubicon when I was 17 years old and at a crossroads with what path to take. Rubicon welcomed me in with open arms and nurtured me through some of the most important years of development for a young aspiring artist. At Rubicon my individuality was celebrated, my creativity was challenged & I gained the technique and knowledge to secure a place at degree level vocational dance schools.

Since graduating I have travelled all over the world performing. I have danced on the prestigious Queen Mary 2 world voyage, performed on television series and adverts, danced in Dubai's royal opera house, and for the last 3 years toured the U.K. with strictly come dancing professionals making my west end debut in 2022. I am currently dance captain on Johannes Radebe's sell out U.K. tour 'House of JoJo' and I am absolutely loving every second. I am so blessed to do what I love for a living, and I will be forever grateful to Rubicon for making it all possible"

- *BTEC Alumni Student*

"I feel I have another group of friends now in your class and a few of us have been going for coffee afterwards! Thank you, Sophie, for your enthusiasm enabling me to be distracted from my pain for a little while!"

- *Community Session Participant*

"I have never felt so connected to dance across Wales as I have through Wales Wide Training Programme"

- *Participant*

"Coming dancing is fabulous. It is good for the brain, combats loneliness, with a great teacher who always has a smile"

- *Participant community session*

"Patients might have physical weaknesses, may have lost speech or be non-verbal. The sessions give them a 'voice' and they are able to show their personality"

- *NHS staff member*

Job Description

Job Title: Outreach & Engagement Coordinator

Salary: £28,000 per annum

Reports to: Stakeholder Manager

Responsible for: Dance Leaders; freelance dance facilitators

Please see the current organisation chart showing how the company is structured including the reporting relationships between employees.

Overall purpose of this role:

The Outreach & Engagement Coordinator is responsible for planning and implementing Rubicon's community participation programs to ensure an excellent standard of activities are provided within the building and in external venues, and to increase the organisation's visibility within the surrounding area. The post holder will work closely with a range of external stakeholders, including primary and secondary schools, local authorities and public service agencies, community groups, charities, and other third sector organisations, to build strong and successful partnership networks and deliver multiple programmes addressing identified needs.

Key Responsibilities

- To develop and coordinate all outreach and engagement projects activities, including for specific targeted community groups
- To increase participation in the organisation's ongoing programme of community activities by raising its profile and encouraging new engagement
- To develop new links with community groups in Cardiff and Wales
- To work collaboratively with other arts and voluntary sector organisations in Cardiff and Wales
- To represent the organisation on community forums within and beyond Cardiff
- To oversee and support the work of the dance facilitators in delivering the participation programme, including developing and supporting performance events, and implementing Arts Awards
- To take responsibility for all general administration for outreach projects, including recruiting participants, preparing contracts, and ensuring adequate risk assessments and safety checks have taken place
- To oversee effective evaluation and monitoring processes within all projects and to compile appropriate and timely updates and reports for funders and other stakeholders
- To ensure that projects keep to budget and resources are well managed
- To work with the Administrator to ensure the organisation has up-to-date contacts for key individuals, schools, and other community groups
- To provide support and advice to other members of staff in the planning and running of outreach and community projects and contribute to business planning discussions from an outreach perspective

- Identify new opportunities for project funding and work with the Fundraising Coordinator to secure these
- Providing leadership, guidance, development and support to the Dance Facilitator Team

You will

- Be able to work on your own initiative
- Have a willingness to learn and adapt new skills
- Be adaptable, flexible and travel as necessary to perform role
- Be a car owner and driver with licence and insurance to cover business use; or have access to suitable public or private transport; and able and willing to transport any items required to perform the role
- Have to be willing and able to work evenings and weekends when required
- Uphold our Values and support the aims of the organisation, internally and externally
- Look smart and professional in appearance
- Perform any other activities or duties as may be required by the organisation

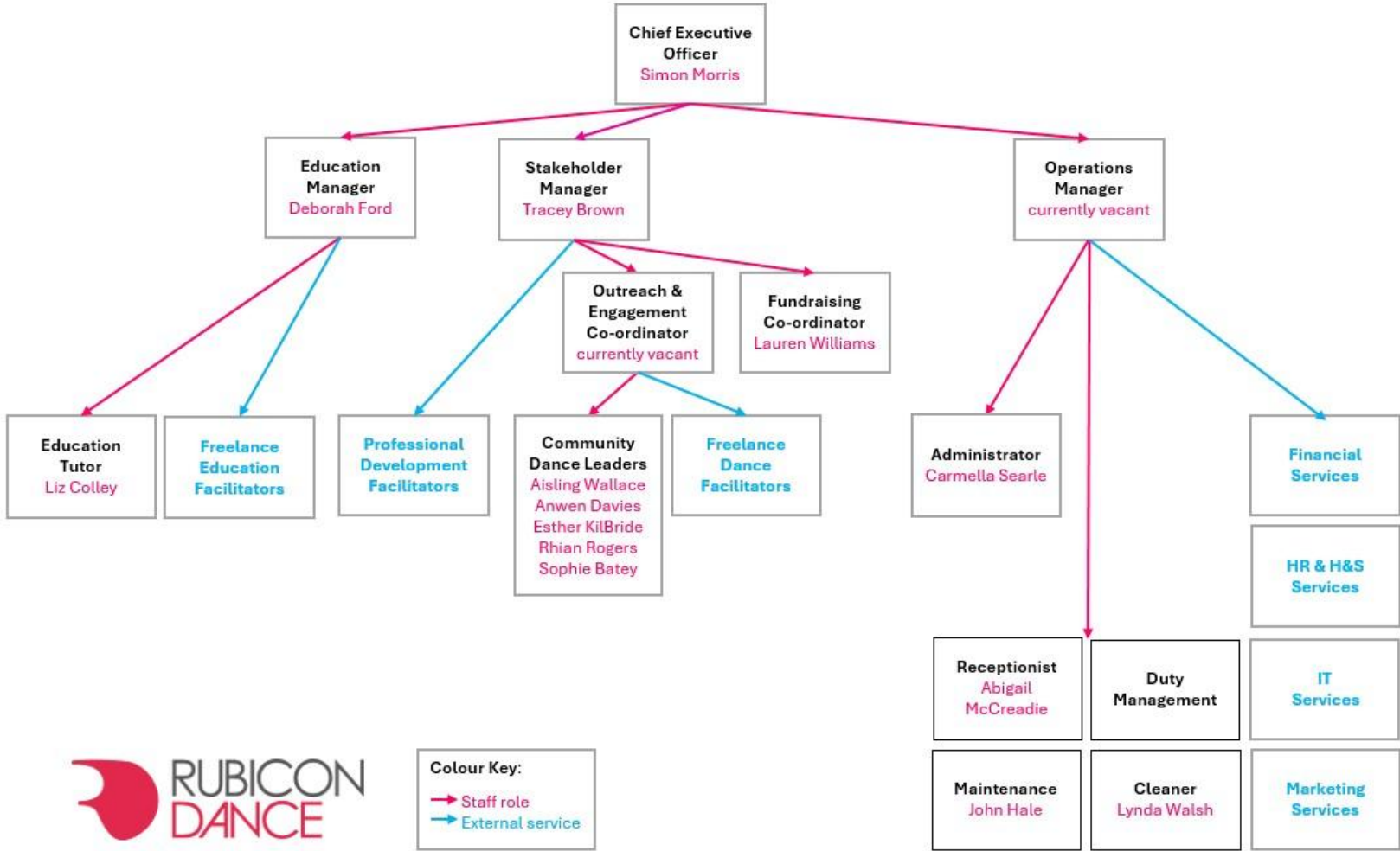
Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Education and Qualifications	Essential	Desirable
Bachelor's degree in creative subject or equivalent professional experience	✓	
Project management qualification		✓
Health and safety qualification or previous accreditation		✓
Experience	Essential	Desirable
Proven experience in a similar role in community outreach or public relations	✓	
Knowledge, understanding and experience of creative provision in a community setting	✓	
Experience working with diverse populations		✓
Experience with social media management and digital marketing		✓
Skills, knowledge and abilities	Essential	Desirable
Excellent organisational and project management skills	✓	
Extensive knowledge of community services and resources		✓
Excellent written and verbal communication skills	✓	
Ability to speak Welsh or willingness to learn		✓

This job description is intended as an outline indicator of general areas of activity and may be amended in light of the changing needs of Rubicon. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Rubicon Dance – organisation structure



Colour Key:

- Staff role
- External service