



Director of Communications & Development Application Pack

Salary: £46,000 per annum

Location: Birmingham B5 4TB or Nottingham NG3 2AR (subject to base of postholder)

Contract: 35 hours a week, Permanent

Fabric is creating a new strategic leadership role, Director of Communications & Development, responsible for driving the organisation's public profile, influence and case for support.

Fabric is a strategic dance development organisation based in the Midlands. Our mission is to create the conditions for dance to thrive, for the health, wellbeing, development and connection of communities, cultures and individuals. Our approach is informed by care, openness, and rigour, through the curatorial values of Curiosity, Disruption and Joy.

We are looking for someone who sees communications and development as a strategic act — someone who understands that brand, partnership, advocacy and fundraising are interwoven. Someone who is excited by the possibility of building a mixed economy that supports artistic risk, sector innovation and long-term civic contribution.

We would like to hear from candidates with significant senior experience in communications, marketing and brand guardianship, ideally in the arts or creative industries; experience of driving engaging storytelling with creative flair and strategic purpose; and a proven track record of stakeholder engagement and external relations within a charity, cultural or non-profit organisation, developing and implementing strategies that grow visibility, engagement and income.

You'll also bring experience of working at a senior leadership level, leading teams in the delivery of high quality, impactful campaigns — along with excellent interpersonal and communication skills; a proven ability to successfully build and maintain stakeholder relationships; a positive, proactive, and solution-focused approach; and a genuine interest in the arts and culture.

If you feel you fit our brief, we'd love to hear from you!

Fabric thrives on the passion, creativity, and commitment of all the people we work with, and we are committed to celebrating difference in all aspects of our makeup, governance and work output. We strive to be an inclusive organisation. We recognise the positive values of diversity, promote equality, and challenge all forms of discrimination. We are particularly keen to hear from candidates reflecting a broad range of voices, opinions, and experiences across age, class, disability, gender, race, religion, and sexual orientation.

For full details: Read this Application Pack, including Job Description and Person Spec.

To apply: Complete our [online application form](#)

For further queries: Contact recruitment@fabric.dance

Online information session (optional): 19 March, 1-2pm. Please register [here](#) to attend. (A recording will also be made available after the session for those who cannot attend the live session.)

Closing date for applications: 30 March 2026, 10am

Interview date: 17 April 2026, in person, Birmingham B5 4TB

Fabric is an inclusive employer, actively seeking to employ people currently under-represented in the creative and cultural sector. Note: We do not accept applications made through recruitment agencies.

Context: An exciting moment for Fabric

This is an exciting moment for Fabric. Over the last 3 years, we have built a strong foundation — bringing together the legacies of Dance4 and DanceXchange to create an organisation with real national and international reach, rooted in Birmingham, Nottingham and the Midlands. We are proud of what we have stabilised, strengthened and grown. Now we move from transition to transformation.

Our **10-year strategy, *Dance Moves People***, sets out an ambitious commitment: to demonstrate and embed the social value of dance and movement through research, creation, performance and participation. We believe dance is not an add-on — it is fundamental to how people connect, imagine and shape their world. Our next decade is about realising that belief at scale.

To do that, we need to tell our story more powerfully than ever before, articulating our impact with clarity and confidence and building new relationships and deepening existing ones.

We need to unlock investment and opportunity for Fabric, for artists, and for the wider dance ecology.

We need to grow a compelling narrative about why dance matters — locally, nationally and internationally.

This is why we are creating the role of **Director of Communications and Development**.

This role is not simply about marketing or fundraising. It is about leadership. It is about helping us demonstrate the value of what we do — to communities, to partners, to funders, to civic leaders, and to the heart of our work with artists, of now, and the future.

We are looking for someone who sees communications and development as a strategic act — someone who understands that brand, partnership, advocacy and fundraising are interwoven. Someone who is excited by the possibility of building a mixed economy that supports artistic risk, sector innovation and long-term civic contribution.

You will join a collaborative senior leadership team that believes in distributed leadership, in the power of curiosity, disruption and joy as our curatorial values. You will help us strengthen our civic presence, enhance our national profile, and expand our international significance.

Most importantly, you will help us ensure that, when we say *Dance Moves People*, we can show — clearly and confidently — exactly how.

If you are energised by growth, by possibility, and by building something that will shape the next decade of dance, then we would love to welcome you into this next chapter of Fabric's journey.

Paul Russ – Chief Executive & Artistic Director

Director of Communications and Development. Job Description and Person Specification

Job Title:	Director of Communications & Development
Salary:	£46,000 per annum
Location:	The main place of work will be <u>either</u> Birmingham Hippodrome, Thorp Street, Birmingham, B5 4TB, <u>or</u> Space 2, 2 Dakeyne Street, Nottingham, NG3 2AR. (This will be agreed at the point of contracting, subject to the home base of the post holder.)
Contract:	Permanent position, Full Time
Working hours:	35 hours per week. Usually Monday-Friday during office hours. Evening and weekend working will be required when needed to fulfil the demands of the role.
Flexible Working:	We are a flexible employer and happy to discuss the possibility of home working, flexible start and finish times, or compressed hours. Please talk to us at interview about the flexibility you need. We can't promise to give you exactly what you want, but we do promise to consider your request.
Holidays:	25 days' paid holiday per annum plus the usual public holidays in England and Wales.

Management

Reports to: Chief Executive & Artistic Director

Working closely with: Senior Leadership Team, Trustees, and the broader Producing, Engagement and Operations teams.

Responsible for: Senior Communications Manager and Communications Officer

Purpose of the Post

Fabric is dedicated to demonstrating and embedding the social value of dance and movement through strategic interventions that improve the quality of practice in research, creation, performance and participation. Our approach is informed by care, openness, and rigour, through the curatorial values of Curiosity, Disruption and Joy.

The **Director of Communications & Development (DCD)** is a strategic leadership role at Fabric, responsible for driving the organisation's public profile, influence and case for support.

As a member of the Senior Leadership Team, the DCD will shape and deliver strategies that raise awareness of Fabric's work, build relationships with diverse stakeholders, and secure income, resources and partnerships to support our mission.

This role is critical in ensuring Fabric's communications are bold, inclusive, and aligned with our values and strategic priorities. It will work closely with the CEO, Senior Leadership Team, Trustees and wider team to build relationships across the cultural sector, with funders and the communities we serve.

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Fabric CIO is a Charitable Incorporated Organisation. Registered Charity No. 1196368. Registered in England. VAT No 432176513

The role will also champion representation, accessibility and inclusion across all programmes, communications and working practices, ensuring that our work reflects and contributes to Fabric's Equity, Diversity and Inclusion commitments.

Key Responsibilities

Strategic Brand, Communications & Marketing

Lead the development and implementation of Fabric's communications and marketing strategy, embedding and evolving Fabric's brand identity and voice.

Ensure consistent and compelling storytelling across all platforms, press and media, supporting Fabric's visibility, impact and engagement.

Oversee stakeholder engagement in collaboration with Senior Leadership Team

Lead the communications team to deliver high-quality MarComms campaigns and content in collaboration with the wider organisation.

Monitor and evaluate the impact and success of Fabric's MarComms strategy.

Ensure that Fabric's communications are current, relevant, accessible and inclusive, and are underpinned by care, openness, and equitable working practices.

Development & Fundraising

Lead on strategic fundraising, drawing on the expertise and portfolios of the Senior Leadership Team and Trustees to unlock investment and support for Fabric's work

Drive Fabric's case for support to inform bid writing, aligning with Fabric's 10-year strategy.

Deliver effective proposals, pitches, presentations and negotiations, as appropriate, to support fundraising and income generation activities.

Ensure accurate, evidence-based and timely monitoring and reporting for SLT, Board, funders and investors.

Stakeholder Engagement & Advocacy

In collaboration with CEO and the Senior Leadership team develop and deliver a stakeholder engagement strategy across local, regional and national partners.

Foster meaningful external relationships that inform and support Fabric's strategic goals.

Act as a senior representative of Fabric at external events and networks.

Support the Senior Leadership team and trustees in advocacy, preparing briefings and messaging, and celebrating impact.

Financial Management & Resource Development

Collaborate with the CEO, COO and Senior Communications Manager to set MarComms budgets, ensuring the best strategic use of available resources.

Ensure effective management and monitoring of MarComms budgets, working within FABRIC's policies and processes and ensuring strong financial controls.

Oversee the procurement of MarComms-related goods and services and negotiate contracts, as appropriate, in line with Fabric's policies and procedures, working to achieve best quality and value for money.

Support the Senior Leadership Team with financial modelling and scenario planning, where appropriate.

Senior Leadership & Team Management

Be an active member of Senior Leadership Team, contributing to the strategic leadership and development of Fabric.

Contribute as a Senior Leader to organisational strategy, planning and evaluation.

Contribute to Board and Funder reporting as required.

Line-manage members of the Comms team, in accordance with Fabric's HR policies and processes.

Support the professional development of team members.

Manage and oversee external contractors as appropriate, to achieve a high standard of delivery.

Ensure good communication and collaboration across programmes, partners, artists, creative teams and staff.

General

Ensure that all company processes, policies and procedures are adhered to.

Ensure that Fabric is a welcoming, professional, and safe environment for all and that we offer the highest possible standards of customer service.

Duty Manage Fabric events and activities, and act as Fire Marshal, as required.

Travel within the UK and internationally as required – including Fabric Birmingham and Nottingham sites relevant to your portfolio of work.

Have a flexible approach, with evening and weekend working as required to meet the needs of the role.

Undertake training as required.

Maintain discretion and act responsibly with confidential information.

Work in a way which embeds and celebrates diversity and promotes inclusivity.

Act as a positive advocate of Fabric at all times.

Undertake other duties as may be agreed with the Senior Leadership team.

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Person Specification

Experience

- Significant senior experience in communications, marketing, and brand guardianship, ideally in the arts or creative industries
- Proven experience of driving compelling storytelling across Comms activities, with creative flair and strategic purpose
- Proven track record of successful stakeholder engagement and external relations within a charity, cultural or non-profit organisation
- Proven track record of developing and implementing strategies that grow visibility and income
- Experience of working at a senior leadership level, leading teams in the delivery of high quality, impactful campaigns
- Demonstrable experience of leading successful fundraising campaigns
- Experience of effective working with CRM systems, as a key tool for customer relationship-management, stakeholder engagement and income generation

Skills & Knowledge

- Excellent copywriting, storytelling and verbal communication skills
- Excellent interpersonal skills with a proven ability to quickly build and maintain relationships with colleagues, partners and stakeholders
- Highly developed analytical skills, with experience in using data and analytics to inform strategy and decision-making
- Highly developed presentation and negotiation skills
- Excellent organisational and administrative skills, with strong attention to detail
- Sound financial skills and experience of setting and managing budgets on target
- Knowledge of and commitment to equity, diversity and inclusion, working to broaden access and engagement
- An understanding of charity regulation, fundraising law and data protection legislation

Personal Qualities

- A professional, collaborative attitude, with a respectful, inclusive approach to others
- Able to communicate enthusiastically and clearly with a wide range of people
- Enjoys working across teams; able to lead, support and motivate others
- Committed and diligent, with the ability to self-manage and self-motivate
- Able to multi-task, work effectively under pressure, and meet tight deadlines
- Positive, proactive, and solution-focused
- Responsible, trustworthy, and reliable
- Genuine interest in the arts and culture
- Willing to work evenings and weekends when required
- Willingness to travel across the UK if required

A satisfactory Standard DBS (Disclosure & Barring Service) check is required for this post. (We will process and cover the cost of this for you, if you do not have an up-to-date check)

Terms and Conditions

A written contract of employment will be issued, to include the following:

Your employer will be Fabric CIO.

The post is offered on a permanent contract, 35 hours per week.

Fabric is committed to appropriate and equitable pay and operates a fixed-point salary scale. The post of Senior Producer is offered at £46,000 per annum.

Your main place of work will be either Fabric's Birmingham site: Birmingham Hippodrome, Thorp Street, Birmingham, B5 4TB, or our Nottingham site: Space 2, 2 Dakeyne Street, Nottingham, NG3 2AR. This will be agreed at the point of contracting, subject to the home base of the post holder.

The working week for this role will be usually Monday-Friday. Weekend working will be required when needed to fulfil the demands of the role. No overtime payments will be made, however time off in lieu may be taken by arrangement.

There will be an initial probationary period of three months, following which you will have a three month notice period.

Some regional and national travel will be required, for which expenses will be covered.

The job offer is subject to Right to Work, DBS and Reference checks.

Benefits

You are entitled to 25 days' paid holiday per annum pro rata plus the usual public holidays in England and Wales.

We provide a 3% employer pension contribution (your employee contribution is 5%).

Our Performance Review cycle supports the growth and development of each team member.

We are open to flexible working requests, including some home working, flexible start and finish times or compressed hours. Please talk to us at interview about the flexibility you need. (We can't promise to give you exactly what you want, but we do promise to consider your request.)

You will benefit from a range of training and development opportunities, as part of the Fabric team.

All Fabric staff have access to an Employee Assistance Programme funded by Fabric, which provides fully confidential advice, practical information, resources, support and counselling on a wide range of personal and work-related issues.

About Fabric

Who we are

Fabric is a strategic dance development organisation based in the Midlands with sites in Birmingham and Nottingham.

Created in 2022 by merging Dance4 in Nottingham and DanceXchange in Birmingham, Fabric was nearly five years in the making: five years of thinking, talking, planning and hard work against a constantly changing external environment, and social and economic backdrop.

Since forming, we have been designing Fabric's work, harnessing skills, knowledge and expertise to create expansive programmes that benefit from the scale, scope and success of the organisation and our collective expertise, building on a combined 60 years of experience and success.

We seek to develop dance as an artform, curious about it now and in the future, working with artists, partners, collaborators and stakeholders that reflect and celebrate contemporary Britain and its local to global communities and connections.

We are dedicated to demonstrating and embedding the social value of dance and movement through strategic interventions that improve the quality of practice in research, creation, performance and participation.

The Midlands, our home cities and the communities we serve and collaborate with are constantly changing – they bring a diversity of practices and forms together to make this an extraordinary place for dance.

Our mission will create the conditions for dance to flourish by growing the dance economy for the health, wellbeing, development and connection of communities, cultures and the individual.

The Four Cornerstones of *Dance Moves People*, our 10-Year Strategy

Research – holding a space of curiosity driven by the desire to understand more about what dance is, what it can be, and what impact it can have physically, emotionally, socially, culturally and curatorially.

Engagement – creating an accessible and sustainable environment for organisations, artists and practitioners to connect with people of all ages, abilities and backgrounds, for the joy of dance in all its forms.

Sector Development – creating, identifying and supporting conditions for growth through strategic conversations that connect artists, participants, and the work, politically, culturally, and socially.

Presentation and Showcasing – producing, co-producing and championing art and performance with dance and movement at its core, to ensure the artform is recognised for the essential role it plays in the UK's cultural and creative offering.

Our Values

Our approach is informed by Care, Openness, and Rigour through the curatorial values of:

Curiosity – an openness to taking risks, being uncertain, and asking difficult questions.

Disruption – embracing risk-taking, action and investment, that might disrupt old or accepted ways of working.

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Joy – the lens through which everything should be seen and or/approached.

What we do

Fabric has a strategic role in developing the artform and growing the market for dance, supporting dance artists and choreographers to create and develop their practice, whilst building sustainable dance careers.

Fabric nurtures talented young performers, choreographers and leaders; runs an extensive outreach and education programme; leads the Midlands Centre for Advanced Training (CAT) programmes; and produces a range of multi-partner community, health and inclusion projects.

Fabric provides local, national and international leadership, working in partnership with venues, local authorities, education, creative industries and other providers to connect the most extraordinary dance and choreographic practices to the widest possible audience.

Fabric is the producer of Nottdance, a festival of extraordinary dance, at the forefront of creating and presenting new artistic perspectives.

Company Status and Finances

Fabric is a charitable incorporated organisation (CIO), Registered Charity No. 1196368, with a mixed portfolio of funding and investment from Arts Council England, and a range of co-producers, partners, sponsors, trusts and foundations. Earned income is currently generated through ticket sales, participation fees and studio hires, along with other professional and industry initiatives.

Our Home

Fabric operates across two sites in the Midlands:

- Our Nottingham site in Space 2, in the Sneinton area of Nottingham, where we have office space and three state-of-the-art dance studios, alongside meeting and networking spaces.
- Our Birmingham site, based on Level 5 of the Birmingham Hippodrome campus, in the Southside district of Birmingham, where we have an office space and three well-equipped professional dance studios. (Birmingham is our registered address)

To find out more, visit <https://fabric.dance>