

Are you a behind-the-scenes magic maker?

ZoieLogic Dance Theatre is recruiting a **Marketing & Communications Manager** to join our core team on a part-time, freelance basis. We're seeking an experienced, strategic and hands-on arts marketer to lead all marketing and external communications for ZoieLogic.

About ZoieLogic

We are ZoieLogic Dance Theatre. We connect people through the power of movement.

Founded in 2000 by Artistic Director Zoie Golding MBE, ZoieLogic Dance Theatre is an artistically-led, social impact organisation that delivers powerful projects that connect people of all ages and backgrounds through the power of movement.

We work collaboratively with communities to co-create impactful programmes across arts, education, and wellbeing, making a tangible difference to participants and the places they call home. From engaging workshops and vibrant festivals, to long-term community initiatives, we help individuals and communities achieve extraordinary things and create unforgettable memories.

Our projects promote social cohesion, reduce barriers to participation and prioritise access for all, especially in areas where provision is limited or non-existent. We focus on reaching those most underrepresented or least likely to engage with dance and the arts.

Our mission is to help people live happier, healthier and more creative lives.

Our work and culture:

Our work stands on three distinct, yet symbiotic pillars:

1) Get Guys Dancing:

We are the UK leaders in challenging the perceptions of men in dance, creating access and nurturing individual and group talent from six - 76 years old. Celebrating positive male identity and inclusivity. Under this pillar we run weekly provisions for three youth community programmes (under our Fuzzy World umbrella) and two annual male dance platforms (ManMade).

[Fuzzy World](#) has three strands that deliver 145 youth sessions annually:

- FuzzyLogic: Flagship nationally acclaimed company (age 12 - 22)
- FuzzyVision: young boys aged (age 6 - 12)
- FuzzyClear: for young men with autism and sensory differences (12 - 25)

[ManMade](#) has two regional platforms in partnerships with 13 schools to deliver 32 workshops across the region. Last year it engaged 250 young boys.

The change we are making: Many of our participants show improved emotional resilience, teamwork, and a stronger sense of self-worth. We are nurturing emotionally intelligent, socially engaged young men who challenge stereotypes, inspire their peers, and shape their

communities with empathy and creativity. Safe, aspirational and non-competitive environments is the ecosystem we foster in order to ensure our boys develop confidence, social connection and wellbeing.

Key reports or assets:

- [RISE: A Poem on Creativity](#)
- [Beneath the Mask: Behind the scenes of FuzzyLogic](#)
- [Headfunk: Behind the Scenes with FuzzyClear](#)

2) HomeTown:

We work with communities to animate places they call home, illuminate what's important to them and foster a sense of community cohesion and pride. Driven by their people's stories - past, present and future. Our work's ethos is rooted in community. We collaborate with people to animate the places they call home, nurturing values of connection, support, development and belonging. Guided by our collective stories and lived experiences, we build creative spaces where community thrives as a collective.

Under this pillar we deliver:

[We are Holyrood](#): a long term project in collaboration with an inner-city estate in the Bargate district of Southampton, ranked among the 10% most deprived areas in England, with 34% of young people eligible for free school meals.

[Bespoke Community Projects](#) - a national programme focused on expanding access to the arts by engaging with underserved communities who have had no prior exposure to the sector, arts education or training. Some of the projects we delivered in this area In this subsidiary, our collaborators and participants range from: refugee groups, Pupil Referral Units, young people in care and adults with disabilities; reflecting our continued commitment to accessibility, inclusion and social impact through movement.

The change we are making: We help communities reclaim space, create meaning, and connect with one another. The impact is visible: more people are able to access regular creative activities, improving their mental and physical health, and communities themselves are shaping the future of arts delivery in their neighbourhood. Our programmes transcend traditional notions of "outreach" to focus on development, equipping participants with the skills and confidence to navigate and thrive in society. Our approach is grounded in primary research and collaboration; ensuring that our programmes are co-created and co-lead with our communities. This method has ensured lasting partnerships with our ecosystems that upskill participants and social cohesion.

Key reports or assets:

- [Case Study: Wokingham project with refugees](#)
- [In conversation with Zoie and Amaya](#)
- [Live at the Library Project Report](#)

3) Mass Dance:

In acts of epic collaboration, we bring 100's of people together to experience the euphoria of collective creation and moving as one. Under this pillar we have worked across the UK

delivering highly inclusive mass participatory events like [Solara](#) (where 70% of young people were disabled), [The Grid Experience](#) (a mass dance lockdown project) and our latest project [The Big Movement](#). The Big Movement is a three-year initiative targeting men's mental health in Southampton and the Solent area. Through a programme of workshops, social events, public activations, and performances, the project aims to raise awareness, reduce loneliness, and combat stigma creating safe spaces for men to connect and get active.

Key reports or assets:

- [Case Study: Chopper and The Big Movement](#)
- [Our Story of Solara in Three Quotes](#)
- [The Ostentatious Short Promo](#)

The change we are making: Men's mental health is in crisis. 74% of deaths by suicide in England and Wales are men, that's 3 in 4. Currently 1 in 3 men in the UK faces isolation and loneliness doubling the risk of depression and posing a significant risk to life. The Big Movement provides a platform for men to connect, share, and engage in conversations about mental health, improving their physical well-being and raising awareness of its importance.

About Our Team

We're a small yet dynamic team of creatives, strategists, and change-makers, united by a bold mission: to transform lives through the power of movement and dance.

We thrive on collaboration, energy, and pushing boundaries. Whether we're working in the studio, out in communities, or staging large-scale public performances, our team is hands-on, supportive, and always looking for new ways to innovate. You'll be working alongside passionate artists, producers, and engagement specialists who are experts at making dance accessible, unexpected, and powerful.

With 25 years of impact behind us, we're nationally recognised as pioneers in male dance participation and as producers of inclusive, co-created movement experiences.

The Marketing & Communications Manager will lead and work closely alongside our in-house Digital Creative and Social Media Coordinator, ensuring seamless operations across all communications and marketing outputs. You will drive the development and implementation of an integrated marketing strategy, aligning creative content, digital campaigns and audience engagement to maximise impact and organisational growth.

About You...

Marketing and Comms Manager Job description

A natural organiser with excellent attention to detail and a flexible hands-on attitude, the Marketing and Comms Manager will **head the marketing and communications team** – informed by the business strategy, lead and deliver all marketing communications for the

organisation to engage audiences, partners and stakeholders, to meet strategic objectives including audience development, annual income targets, feeding into positive fundraising outcomes, partnerships and Changemaker success.

Audience Communications

1. **Digital content and channel strategy** – Devise a communication plan to maximise engagement across all platforms, for all brand and campaign activity. Oversee the Digital Creative and Digital Marketing Coordinator roles to ensure quality content production, campaign delivery and frequent on-brand output across all digital platforms, including organic and paid campaigns.
2. **Impactful storytelling, copywriting and positioning** – Capture and share the tangible, visible differences made across arts, education and wellbeing programmes. Use our tone of voice to craft compelling public-facing messaging for all platforms.
3. **Audience development and participation growth** – Grow participation and audience reach across two of our programme pillars (Get Guys Dancing & Hometown) and be close to, and coordinate with, the Mass Dance communication activity. Manage and grow our email campaign activity.
4. **Devise and execute touring campaigns** – Raise awareness of tours, attract audiences and engagement in touring locations, and raise national awareness of tours in our industry.
5. **Evaluation and reporting** – Measure and report campaign outcomes and impact. Turn evaluation data into compelling narratives for public, funder and sector audiences.

Stakeholder Communications

1. **Community and stakeholder relationship comms** – Deepen relationships with existing communities, hyperlocal partners (e.g. Holyrood), schools and local stakeholders through strategic, consistent and values-led communication.
2. **Changemaker and fundraising communications** – Support income streams by communicating organisational impact of the Changemaker initiative to aid in securing multi-year core funding.
3. **National profile raising and sector influence** — Leading communications around boys and men in dance, including supporting a national industry conversation in partnership with One Dance UK. This requires confident thought-leadership content and PR strategy.

Essential experience:

- Arts/Dance Marketing
- People management
- Delivering to strategic objectives and reporting outcomes
- Campaign management
- Proven copywriting and storytelling skills
- Proven strong organisation and process skills
- Working with/alongside PR campaigns agencies/resource

Contract Details

Freelance Contract: Part-time (3 days per week)

Fee: £275 per day

Start Date: Week commencing 6th April 2026

Location: Hybrid* – Remote, with contact time as required at our central Southampton office base.

**We champion flexible working solutions, balancing location with impact and value. Our HQ is in Southampton, and regular presence here is essential. While we operate nationally in both activities and partnerships, the ideal candidate will provide consistent presence for our team.*

We are very willing to have a confidential discussion if you would like to find out more about the company or the role before making an application. Please contact Martina Bussi, Exec Director at martina@zoielogic.co.uk via email.

Key Dates

Apply by: 13th March 2026 at 5pm

Interviews: 16th March and 23rd March 2026

Application Process

To apply, please complete the following:

- [application form](#) providing CV and Cover Letter either in written or audio/video format. *The Cover Letter should not be longer than two sides of A4 (or 3 min audio/video file) and should address how you meet the job description and person specification.*
- Separate [anonymous monitoring form](#)

In addition, please provide details of two referees, one of whom must be your current or most recent employer. We will not contact your referees without your permission.

We will acknowledge all applications and will contact applicants with the result of their application.

Data Protection and Candidate's Obligations

We will process information received in accordance with our obligations under relevant data protection legislation. All candidates should be aware that incomplete and/or misleading statements made during the recruitment process can lead to the termination of a contract. Any successful candidate will be required to prove that they have the right to work in the UK.

Equal Opportunities, Diversity and Access

ZoieLogic Dance Theatre is committed to diversity, equity and equality of opportunity. Diverse perspectives, lived experiences and cultural voices enrich our work and strengthen our organisation. We are dedicated to building a team that reflects the communities we serve.

We actively welcome applications from people of all global heritages and backgrounds. We particularly encourage applications from individuals who identify as part of the Global Majority, who are currently underrepresented in our management and administration.

As a Disability Confident Employer, we are committed to ensuring accessibility and equal opportunities for all. Information about this role can be provided in alternative formats, and we are happy to make adjustments to support candidates throughout the application and interview process. If you would like to discuss access requirements or adjustments, please contact martina@zoielogic.co.uk

All Equal Opportunities Monitoring information is anonymous, confidential and separated from application materials.