

national **dance** | cwmnï **dawns**  
company **wales** | cenedlaethol **cymru**

**Job Pack**

**Artistic  
Director**



*Performance: Waltz gan Marcos Morau*

# Dance made in Wales, shared with the world





National Dance Company Wales embraces the distinctive voices of artists from near and far.



We commission bold artistic collaborations with dance at their heart.



We share dance of ambition and imagination in theatres, public spaces, festivals and immersive settings, creating unforgettable performance experiences.



We inspire everyone to move by nourishing talent and insight, enabling new ideas to emerge and develop.

## **Our vision**

A world enriched by dance

## **Our mission**

We dance to express ideas beyond words, exploring what it means to live in Wales and the world now. We are of many voices, in many places, working together to connect and transform.

This pack is [available here](#) in Welsh.

Please e-mail us at [recruitment@ndcwales.co.uk](mailto:recruitment@ndcwales.co.uk) to request any other formats.

# A message from our Chair

This is an exciting time to be joining one of the UK's leading contemporary dance companies as the board recruit their two key leadership roles. The company has reflected on what these should look like for a future-facing and progressive organisation and are keen to receive applications for an Artistic Director who will be joint CEO with an Executive Director.

Over the previous 10 years the company's position and reputation in the Wales arts landscape, the wider UK, and internationally, has gone from strength to strength and continues to be one of our key Arts Portfolio organisations for Arts Council of Wales.

For the Artistic Director role, we are looking for a creative artistic leader with a strong, distinctive vision for the future of this contemporary repertory company who is attracted by the chance to work in and be inspired by Wales and its culture. Together with the Executive Director you will lead the strategic thinking and planning for the company, including the business plan. You might be a choreographer, curator, producer, programmer or be from a different creative background in dance. You will have experience at a senior level in a dance organisation, with a track record as a curator and the ability to identify and nurture talent and artistic collaboration. You will be comfortable as an advocate and a voice for dance in the national conversation about the arts and their potential to effect transformational change. You will also show a commitment to finding new ways in which NDCWales can connect with the public to realise its commitment to social justice, expanding and diversifying our audiences and participants.

We recognise the positive values of diversity. We promote equality and challenge discrimination and, because we want to reflect the society which we work in and love, we particularly welcome applications from people who are D/deaf or disabled, and people of the global majority.

We look forward to meeting you.

To explore the role and working with us please contact me.

**Alison Thorne**

[Click here to email Alison on: alison.thorne@ndcwales.co.uk](mailto:alison.thorne@ndcwales.co.uk)



*Alison Thorne*

# About National Dance Company Wales

National Dance Company Wales (NDCWales) is a dance company that creates and presents ambitious, engaging dance work across the UK and internationally. As a repertory company, we create work by a range of choreographers to reflect different perspectives.

Our artistic programme is driven by a commitment to create new work, discover and develop new artists and to inspire audiences and communities through high quality and enriching dance experiences.





NDCWales marked its 40th year in 2023, and our strategic plan for 2023-2027 aims for a dance company that works across different scales of performance and offers a variety of approaches to reach more diverse audiences.

[\(Read our Strategic Equality Plan here\).](#)

Our social engagement work involves people in the places they live, delivering innovative works of impact. We broaden access and enhance wellbeing for all ages by promoting physical activity and creative engagement.

Our connection with freelance artists across Wales enables us to develop ongoing community relationships at a local level and co-create with them to ensure the direction of these shared projects are rooted in place, community, creativity and ambition.

Our talent development programmes support those with aspirations for a career in dance, on and off stage.

By enabling artistic innovation at all stages of career development we seek to make a significant contribution towards a diverse dance ecology in Wales.

We are putting many voices and styles of dance presentation at the heart of our work, which develops our artform and explores how dance can reach and connect with audiences. These distinctive collaborations aim to thrill, inspire, surprise and delight, presenting audiences with opportunities they could not experience anywhere else.



# The Welsh Context

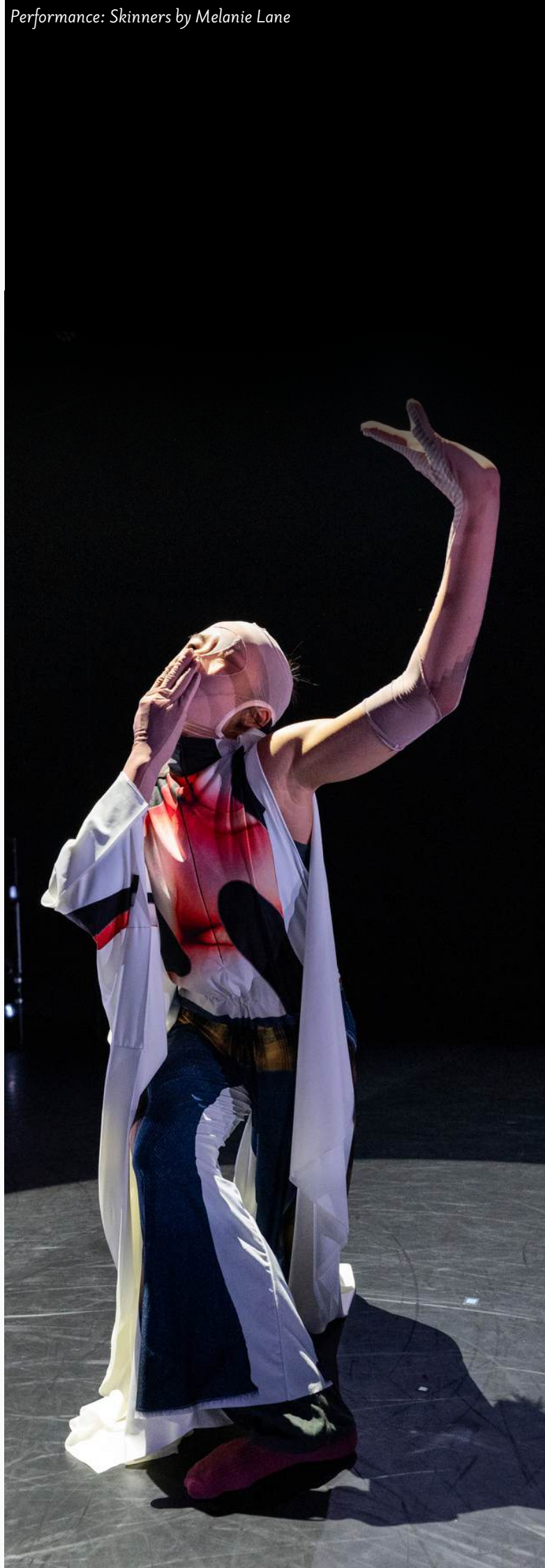
NDCWales is one of the national arts companies of Wales and is based at the Dance House in Cardiff's Wales Millennium Centre in Cardiff Bay.

We are proud of Wales' traditions and language, as well as the many other languages found here today. It is this diversity that is one of the central drivers of our creative energy.

In a population of three million, 20-25% speak or understand Welsh, many in the rural strongholds of the North and West, growing in the larger, younger populations of South Wales. Towns such as Wrexham and Llandudno are cultural centres in their own right with strong communication links to England.

The capital city of Cardiff is gaining a national and international reputation in the arts, media and digital world, with a wealth of films, TV dramas and digital content being produced here. Key to this cultural renaissance in Wales is a country-wide network of artists, venues, producers and festivals. NDCWales has played a tangible part in this growth, creating distinctive work, made in Wales primarily for Welsh audiences, and celebrating and championing the work of Welsh artists. It also makes a significant contribution to the profile and awareness of contemporary Welsh culture across the UK and internationally.

*Performance: Skinners by Melanie Lane*



## **Our priorities are to**

**Widen engagement across our work by placing justice at the heart of everything we do**

**Champion innovation and excellence in dance, nurturing talent and enabling change**

**Advocate for dance as an essential platform for human expression and wellbeing**

**Enhance our agility, sustainability and financial resilience**

## **Our values are:**

### **CURIOUS**

**to discover new ideas, to learn and innovate**

### **COLLABORATIVE**

**in the way we connect with each other, artists, communities, audiences and partners in and beyond the cultural sector**

### **COURAGEOUS**

**in our ambition for dance in Wales and the world, championing change**

### **GENEROUS**

**by sharing our passion, knowledge and resource**

## **Impacts we seek to make**

**People embracing dance as part of their individual and collective identity  
Progressive social change through greater equity and opportunity for everyone**





# The Company

The company is made up of exceptional dancers who have a rich physical understanding and sense of individual artistry, alongside a highly talented creative and business team. The company performs at our home base in Cardiff Bay and other venues across Wales, the wider UK, and internationally.

NDCWales was founded as 'Diversions' in 1983 and developed in size and stature. In 2004 the company moved to a purpose-built home, the Dance House, part of the Wales Millennium Centre in Cardiff Bay.

In 2009 it became National Dance Company Wales, reflecting its status and role in leading and championing dance for Wales. In collaboration, we embrace ambitious, courageous new ideas that physicalise our values and inspire audiences.

Equally important is the work we do to engage people across Wales in dance, to tap into the wellbeing benefits of movement.

Recent choreographers include [Melanie Lane](#), [Marcos Morau](#), [Lea Anderson](#), [Sarah Golding & Yukiko Masui \(SAY\)](#), [Andrea Constanzo Martini](#), [Boram Kim](#), [Anthony Matsena](#), [Matthew William Robinson](#), [Daisy Howell](#), [June Campbell-Davies](#) and [Osian Meilir](#).

**Click below to learn more about:**  
[Dance for Parkinson's](#)  
[Young Associates](#)  
[Above and Beyond, Penrhys](#)

Our Dance for Parkinson's work in three locations across Wales, development of young talent through our Young Associates programme and our deep-rooted, long-term programme in the village of Penrhys in Rhondda Cynon Taf are examples where we deploy our knowledge of dance, alongside other artform practice, to enrich people's lives.

Our engagement programme is focused primarily in Wales for young and old, with those who have never tried dance before, as well as those who want to develop their skills. We also work with people for whom dance is a therapeutic as well as artistic activity.

While company dancers are involved in some of these wide-ranging projects, the majority are delivered by a network of freelance dance artists who are steeped in our repertoire and work in their local communities with their specialist knowledge.



We have our own rehearsal studio plus a 104-seat performance space, offices and production facilities at the Dance House, in addition to its use by NDCWales, we hire the performance space to local and UK dance and theatre companies, independent dance artists from Wales, and artists working in other disciplines.

Diversifying the people we work with, as artists, staff, audiences and participants, is embedded in our plans. We have ambitious targets to build on work which has resulted in a more diverse board, workforce, including our dancers.

One in 7 of our workforce and board is from the Global Majority, 17% are d/Deaf disabled and 30% identify as LGBTQ+.

We recognise there's much more to be done to achieve equality and this is a key aim for the board and leadership team.





# Recent Achievements

NDCWales creates performances for Welsh and UK theatres large and small and European and international stages. We've delivered online and screen projects and worked indoors, outdoors, in venues of all sizes and at home at the Dance House.

Over the past five years NDCWales has created more diverse work than ever before, and increased audience and participation numbers and levels of activity in Wales and beyond.

Audience numbers in many theatres we have visited are now at pre-Covid levels and our engagement programmes are finding new audiences across Wales.

We also create dance with our Young Associates, our youth company aged 13-21, who attend weekly professional-level contemporary training, and with our Dance for Parkinson's dancers.

Alongside the work we create and tour, and the engagement activity so vital to our impact, we also have a role in the wider dance sector in Wales through our artist development programme, which brings together independent choreographers and practising choreographers within the company with NDCWales dancers.

NDCWales' international work contributes to Wales' reputation overseas. In 2023/24 the company performed in France, Italy, South Korea, and Germany.

Past international touring has included Japan, Hong Kong, Spain, Austria and Switzerland.



Performance: SAY SOMETHING by SAY at Six Nations Rugby, France





# Governance and Finance

NDCWales is a registered charity with trustees who also act as directors of the company. The board is led by Chair Alison Thorne, who has a strong background in retail and people development. Trustees are recruited through advertisement and interview. The company employs 20 staff members and had a turnover of £1.538 million in 2023/24.

We aim to create a programme that is artistically adventurous and ambitious whilst maintaining a financially robust position. Our work is funded through grant income from Arts Council of Wales (the company's major funder - £825,431 for 24/25), box office income, space hire and fundraising from charitable trusts, businesses and individual donors. We are delighted to have recently secured a three-year funding commitment from Arts Council of Wales for 2024-2027.

There are two well-established sub-committees; the People and Finance Committee, which advises the Board on financial, operations, HR and other relevant matters and the Artistic Advisory Group, made up of trustees, staff and external representatives to support the Artistic Director in programming. There are also Task and Finish groups when needed to support the executive leadership in specific areas of development.

[Here is a link to the current board of trustees.](#)

# Repertoire

The links below to go to trailers for our repertoire.

[Click here for audio described trailers](#)



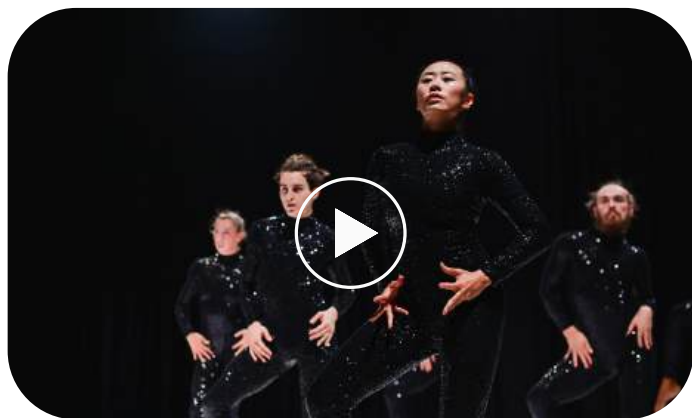
[Skinner's: Melanie Lane](#)



[AUGUST: Matthew William Robinson](#)



[Zoetrope: Lea Anderson](#)



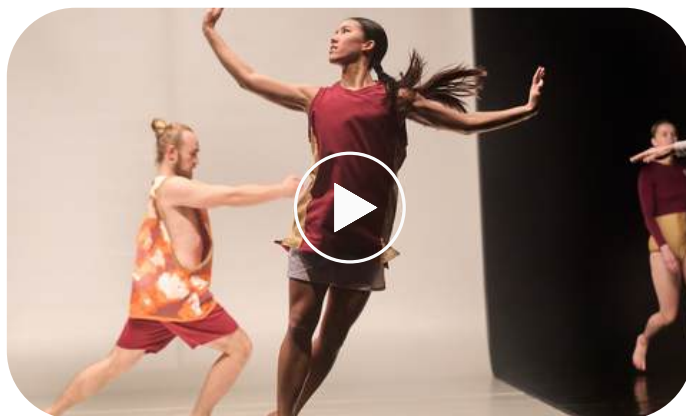
[Waltz: Marcos Morau](#)



[Say Something: SAY](#)



[SEPTEMBER: Matthew William Robinson](#)

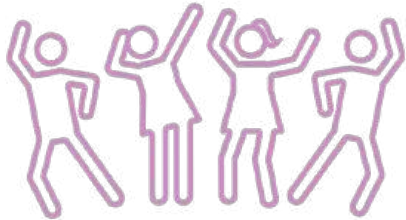


[Wild Thoughts: Andrea Costanzo Martini](#)

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**2023/24**



Engaged 9,428  
participants across  
workshops, classes, talks  
and more.



worked with 37  
new artists



Audience of 92,240 a  
95% rise on previous  
year including 81,000  
at Six Nations half  
time performance  
22/23



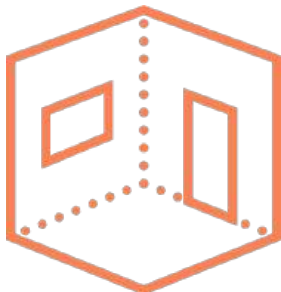
Engaged 100  
freelance  
collaborators



Created 11 new  
dance works



793,198 video views



Hired the dance house  
to 53 organisations  
across 323 sessions



Performed in 20  
venues across 5  
countries



44 performances  
in Wales



# ACHIEVEMENTS:



Started working with schools and the government on the dance curriculum for Wales, and produced robust lesson plans to use for free across subjects.



Celebrated our 40th Birthday with 'Gathering' at Sherman Theatre with 400 friends and audience members



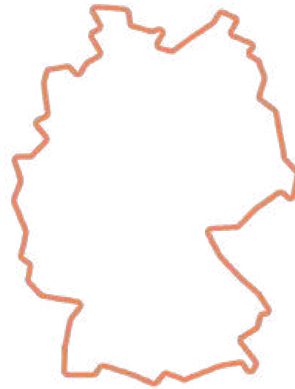
Made audio description available for all touring shows at every venue



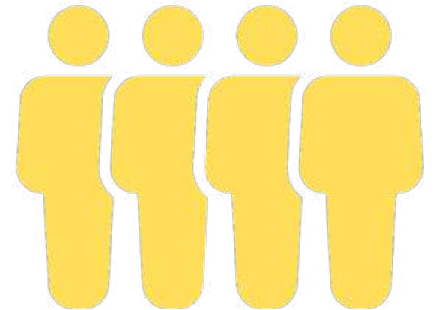
Produced and performed our first full length work for schools and families



Taught workshops across Wales including a number of free events aimed at introducing more boys to dance



Performed for the first time at the schrit\_tmacher Festival in Aachen, Germany to sold out audiences across four nights



Produced 4X10 - an evening of 4 new works by Welsh and Wales based artists



Grew instagram following by 20%

# Purpose of the role



- To provide strategic and creative leadership for NDCWales in collaboration with the Executive Director, delivering a sustainable company
- To plan, commission and curate the artistic programme across live, learning and engagement, and digital activity, working closely with the Executive Director
- To develop the necessary partnerships and relationships to develop and sustain the company's activity and artistic programmes, enhancing its reputation and profile
- To contribute to the financial stability and efficacy, supporting innovative development of the business model with the Executive Director, leading the people of the company through any transitions
- To advocate and promote the vision, mission and values of the company in all matters
- To work with the leadership team to create partnerships that enhance social impact and expand the reach of dance in Wales, in collaboration with the Executive Director
- To ensure good governance, and legal and fiscal compliance
- To ensure the monitoring and data capture systems necessary to evaluate NDCWales' work and inform its future development is implemented and maintained
- To ensure diversity and inclusion are integral to the company, through commissioned works, talent development and engagement work

# Key Responsibilities

## Strategic leadership

- Work with the Executive Director to set the creative direction of the company through a dynamic artistic policy and programme
- Guide, monitor and implement the company's business plan and direction, ensuring the artistic programme fully reflects the vision and resources
- Inspire and motivate everyone in the company, leading the evolution of artistic activities and creating a culture of innovation, learning and development
- Engage and work effectively with the Executive Director and the senior leadership team to ensure delivery against the business plan
- Support the development of the brand, creating and delivering an effective brand transformation to increase presence and reach
- Enable the development of new thinking on new revenues, brand and activities across the organisation
- Promote a culture of inclusion and diversity to ensure the company reflects contemporary Wales
- Engage and participate with the wider dance and arts sector across Wales to create solutions to challenges, thus fostering creating partnerships and ideas





# Artistic Vision and Programme

- To build a dynamic artistic policy and programme across our venues throughout the year
- Develop and articulate an inspirational artistic company vision, working with the board and Executive Director to anchor this within a strong business strategy
- Maintain a distinctive, internationally relevant vision for NDCWales, ensuring a contribution to Wales' identity and the dance ecology of Wales and the UK
- To develop, engage and challenge new, existing and diverse audiences by ensuring the programme is dynamic and ambitious
- Lead the curation and delivery of programmes of work for touring across all scales and settings
- Identify and build relationships with choreographers, creatives and partners, commissioning new live and digital dance work aligned with the vision, and enabling guest choreographers to create their best work
- Develop the performance standards of the company including the fitness and welfare of the dancers
- Provide leadership for the staff and dancers to develop and deliver our engagement programme to reach the widest possible range of people, especially in Wales
- Implement artistic plans within the available resources and support the production team to ensure productions are ambitious whilst managing artistic expectations where necessary
- Develop artistic partnerships, taking full account of Wales' network of arts organisations, artists and beyond, including activities such as touring and broadcasting
- Work with the Executive Director to develop audience development objectives and ensure strong links between programming and diversifying audiences



# Business and Finance

- With Executive Director co-create, monitor and deliver the company's business plan, supporting change and adapt the organisation's culture to deliver new revenue routes in line with the artistic vision
- Work with the Executive Director to plan and support fundraising activity from various sources including trusts, businesses, statutory sources and individuals
- Working closely with the Executive Director, Finance, and the rest of the leadership team to develop and manage programming budgets ensuring financial rigour

# Team Leadership

- In close collaboration with the Executive Director, provide clarity of staff responsibilities and company procedures, and facilitate team/cross-departmental working
- Working with the Senior Leadership Team, ensure sound planning and evaluation procedures for all company activity
- Inspire and enhance the culture and tone of work, encouraging innovation and delivering an agile and dynamic company alongside the Executive Director
- Encourage and develop the senior leadership team to deliver engagement and review programmes that support the delivery of the business plan and cultural change
- Oversee the work of staff members for whom the Artistic Director has direct line responsibility, including carrying out regular 121 routines and annual appraisals
- With the Executive Director ensure compliance with employment law, health & safety and delivery of physical and mental wellbeing
- Participate in recruitment, performance management, discipline and grievance, in line with policies
- Act as a role model for all employees in terms of professional conduct, standards, and policies
- Undertake other duties reasonably expected by the board



# Governance

- Report to and work closely with the Chair of the board and other trustees to ensure the company has effective governance systems and processes in place to meet its organisational and business objectives, accountabilities and responsibilities
- Working in collaboration with the Executive Director, ensure the board receives timely, regular and accurate information to enable the best decision-making possible
- Support the Chair to create relevant work plans and points of engagement for the board, committees and task and finish groups
- Ensure the company operates in compliance with all relevant legislation and advise the board on matters of governance

# CEO Roles & Responsibilities

- Strategic leadership in developing and implementing long-term vision for the company, working in collaboration with the Executive Director
- Lead the company's business planning process
- Overall responsibility for staff management and wellbeing
- Build a sustainable leadership offer as an anchor organisation in supporting the development of the wider dance ecology within Wales
- Full accountability for reviewing and maintaining all procedures and policies including employment contracts, health & safety policies, risk assessments and the company staff book, to ensure legal compliance
- Report to and work with the trustees to ensure the company meets its organisational and business objectives
- With the Executive Director, act as the company figurehead and be an ambassador and advocate for the company and dance in Wales
- Develop relationships with key stakeholders and strategic collaborators



## Essential

- At least five years' experience of senior leadership within the arts, dance, or a related third sector
- Ability to confidently advocate for dance in Wales and the company
- Ability to instigate and maintain relationships and partnerships
- Ability to think and plan strategically and long-term
- Is able to lead, manage and motivate teams
- Can understand the development, health and safety and training needs of dancers
- Ability to nurture artistic talent and potential
- Can understand the remit and political context in which a national arts company works
- Ability to self-organise
- Digital literacy
- Will commit to living and working in Wales, hybrid and flexible working available
- Willingness to learn Welsh

## Desirable

- Knowledge of a breadth of fundraising routes
- Ability to speak Welsh.

# Person specification



Performance: Zoetrope by Lea Anderson

# Your Experience

- Extensive knowledge of UK and international dance including current trends and practices
- Embedding equality, diversity and inclusion through the work of a company
- Overseeing creative processes, working closely with other creatives and planning and creating programmes across live performance, engagement opportunities and digital activity
- Curating programmes for middle and/or small-scale touring and other contexts
- Planning strategy for learning, engagement and talent development
- A comprehensive understanding of Wales and its cultural community, or experience of being able to engage and become part of a new community
- Working internationally
- Strong advocacy and negotiating skills
- Experience of leading, managing and motivating dancers, colleagues and teams
- Demonstrable influencing skills with an ability to quickly build and manage relationships with a range of partners and stakeholders
- Commissioning and/or creating live or digital dance



Performance: *Skinner* by Melanie Lane

# Aptitudes

- An effective commitment to equality, diversity, and inclusion, along with a demonstrable ability to make change happen
- Cultural understanding of the promotion and use of the Welsh language and, if not a speaker, a commitment to learn the language
- A creative collaborator with a commitment to seeking out dynamic collaborations and to working in partnership
- An understanding of and belief in the company's values
- Commitment to engagement, to access and developing audiences
- Risk aware but not risk averse
- Excellent communication and interpersonal skills
- Emotionally intelligent
- Pragmatism with the ability to prioritise

## Details

### **Location:**

To be based in Cardiff with travel across Wales and further afield. Flexible/hybrid available with a minimum of three days in the office

### **Salary:**

£50k





# Recruitment Pledge

We will contact every candidate, whether they are shortlisted for interview or not. Disabled candidates who demonstrate that they meet the person specification will be invited for an interview, and we are committed to meeting access requirements; just let us know what you need.

# Equality

NDCWales aims for dance to be part of everyone's life and presents its work in different formats and contexts across Wales and around the world.

We believe diversity should be fully embedded into our organisational culture and values, and we are continuing to expand the diversity of the company and its work.

To that end we are talking with and listening to people from a range of communities, to bring understanding and insight, and to identify changes we can make.

Details of the action we are taking can be found in our [Strategic Equality Plan](#).

# Social Justice

Social justice, equality and fairness are at the core of everything NDCWales does.

We are committed to ensuring that everyone in Wales has equal opportunity to access dance. NDCWales will seek to ensure that no one receives less favourable treatment because of having a protected characteristic. We particularly encourage applications from people who are underrepresented in the arts sector, and from those who experience discrimination due to race, gender identity, sexual orientation, marital status, race, religion, nationality, ethnic origin, disability or age.



Engagement: PARTi

[Read our Strategic Equality Plan.](#)

# How To Apply

If you would like to talk about this opportunity in more detail before applying, please contact:

Alison Thorne (Chair) – [alison.thorne@ndcwales.co.uk](mailto:alison.thorne@ndcwales.co.uk)

If you would like to apply with audio, video or a form accessible to you, please do so covering the points below.

Please complete the Equal Opportunities Monitoring Form and send along with your CV and a covering letter (maximum 2 pages) outlining how you fulfil the person specification and the skills you can bring to the roles to: [recruitment@ndcwales.co.uk](mailto:recruitment@ndcwales.co.uk)

**In your covering letter please explain in detail and in the order set in the job pack how you meet each category in the Essential section of the Person Specification and also set out why you would like to be considered for the role and your motivation.**

In your CV, please evidence your skills and experience plus:

- Names and contact details for two employment/professional referees. (References will not be contacted until candidates are invited to a second interview)
- A statement that you have the right to work in the UK or require a work permit to do so
- Please complete the Equal Opportunities form, which is for monitoring purposes and is separate to your application

**Deadline: Tuesday 29th October 2024, 12 noon (GMT/UTC)**

## Recruitment Process

First round Interviews: Thursday 14th and Friday 15th November

Second round Interviews: Tuesday 26th and Wednesday 27th November

[Email Alison here to ask questions](#)

[Email us your application here](#)

[Access the Equal Opportunities Here](#)

# Data Protection

The information you provide will be used to create a shortlist for interviews and to inform our decision of who to appoint. All your details will be held securely with access limited only to those involved in the recruitment process. Your application will be kept on file for at least three months after the closing date and destroyed no later than twelve months after. Recruitment equal opportunities data is also anonymised and used internally to identify ways to improve our processes and reach the widest possible pool of candidates. Submission of your application to us indicates your consent to your data being used in this manner.

*Performance: Gathering*

