



ANNA FIORENTINI  
PERFORMING ARTS SCHOOL



OUTREACH AND  
ENGAGEMENT OFFICER

---

RECRUITMENT PACK | JAN 2025

# JOB DESCRIPTION

**JOB TITLE** | OUTREACH AND ENGAGEMENT OFFICER

**SALARY** | £28,000 - £32,000

**LOCATION** | Remote working / Occasional visits to venues in London

**CONTRACT TYPE** | Full-time, Part-time or Job Share

**HOURS** | 20 - 35 hrs per week

**PROBATION PERIOD** | 6 months

**CLOSING DATE** | Rolling deadline for applications. We will be conducting interviews on a rolling basis and will recruit as soon as we find the right person, so please do not delay in submitting your application. Please note, if this job description is still on our website it means it is still available.



# WHO WE ARE

---

The Anna Fiorentini Performing Arts School is an award-winning creative group including:

**The Anna Fiorentini Theatre & Film School** – a professional part-time performing arts school for 4 – 18 year olds

In 2025, The Anna Fiorentini Theatre & Film School will begin preparations for its 25th Anniversary, set to take place in 2026. Our school currently operates part-time branches in Hackney, Camden, Greenwich, Docklands, and Stratford. Students at these branches follow a weekly timetable that includes drama, singing, dance, and film, all taught by leading industry professionals.

Additionally, we have a Kids Performance Troupe that entertains at hospitals, care homes, and various community events. We also offer holiday courses during major school holidays.

**Stage & the City** – inspiring after-work performing arts classes and teambuilding workshops for adults

Stage & the City will be celebrating its 10th Anniversary this July. Our evening courses for adults include a wide range of performing arts workshops such as Acting for Beginners, Screen Acting, Acting Companies, Musical Theatre, Singing, and Dance. In addition to these courses, we also deliver team-building events for corporate clients.

All profits from Stage & the City are dedicated to the Fiorentini Foundation, which provides bursaries to support less fortunate children, enabling them to access our enriching performing arts programs.

**The Fiorentini Mosson Agency** – a specialised young performers' theatrical agency representing a diverse mix of talented young people.

Our theatrical agency has launched the careers of many young performers helping them gain leading roles on TV / Film and the West End stage.

**The Fiorentini Foundation** – the charitable arm of the business whose sole purpose is to enable disadvantaged children to access the world of the performing arts.

At the Anna Fiorentini Performing Arts School, we are deeply committed to ensuring that children from diverse backgrounds have access to high-quality performing arts training. Whether its to boost their confidence, self-esteem, and transferable life skills, or to provide them with opportunities for success in a competitive industry that often favours the affluent, we believe in making the arts accessible to all.

Our charitable arm organises various fundraising events to support children from financially disadvantaged backgrounds, as well as those in the care system, dealing with health conditions, or with special educational needs (SEN).

<https://www.afperformingarts.com/theatre-and-film-school> / @afschool

# PURPOSE OF THE ROLE

As the Outreach and Engagement Officer, you will be instrumental in building and strengthening relationships with local schools, community organisations, and corporate partners to boost participation across all branches of our school. You will drive community and corporate engagement, develop fundraising initiatives, and foster a culture of collaboration and support among students, parents, and stakeholders. Your ultimate goal is to ensure that every branch thrives while advancing the mission of our charitable arm. This role involves supporting the team in creating and implementing strategies to achieve student enrolment and retention targets. The primary objective is to ensure that all student places at both our kids' schools and adult classes are filled, while also generating additional income through corporate team-building assignments and fundraising events.

We understand that every candidate brings unique strengths to the table. This position is flexible and can be structured as full-time, part-time, or a job share, depending on your preference and availability.

If you have a strong skill set in a specific area, we are open to tailoring the role to leverage your expertise, while allowing other team members to contribute their strengths in other areas. While you may not fulfill every responsibility listed in this job description, our primary focus is on your ability to attract and engage students.



# KEY RESPONSIBILITIES

## **OUTREACH AND PARTNERSHIP DEVELOPMENT**

---

- Develop and nurture partnerships with local schools, community organisations, and businesses to promote our programs and recruit students.
- Create tailored workshops, presentations, and materials to showcase our offerings and highlight the benefits of participation.
- Act as an ambassador for the school, representing us at community events, meetings, and networking opportunities.

## **STUDENT RECRUITMENT AND RETENTION**

---

- Develop creative strategies to increase student enrolment across all age groups, ensuring every branch reaches its full potential.
- Collaborate with staff to identify and address barriers to participation, particularly for underrepresented groups.
- Build a loyal and engaged community of students, parents, and supporters who champion our mission.
- Arrange ad-hoc visits to our schools and evening classes to strengthen engagement with students and their families.

## **CORPORATE ENGAGEMENT**

---

- Build relationships with corporate organisations to promote and deliver our team-building activities and workshops.
- Develop tailored packages to meet the needs of corporate clients, showcasing the unique benefits of performing arts-based team-building experiences.
- Work closely with the marketing team to design promotional materials and campaigns targeting the corporate sector.
- Leverage corporate partnerships to support our charitable initiatives through sponsorships, donations, and employee volunteer programs.

## **FUNDRAISING AND CAMPAIGNS**

---

- Organise and promote engaging fundraising initiatives, such as sponsored walks, charity events, and community challenges.
- Encourage and support parents, students, and community members to participate in and lead fundraising activities.
- Collaborate with the marketing team to design compelling campaigns that inspire support for our charitable arm.

# KEY RESPONSIBILITIES

## COMMUNITY ENGAGEMENT AND COMMITTEE DEVELOPMENT

---

- Establish and manage committees involving adult students and parents of child students to foster collaboration, share feedback, and drive initiatives.
- Support committee members in planning and executing community-building activities that strengthen school spirit and increase retention.
- Create an inclusive environment where diverse voices are heard, valued, and actively contribute to our shared goals.



# PERSON SPECIFICATION

---

## ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- Excellent written and verbal communication skills; ability to motivate and influence through communications
- Proven experience in community outreach, engagement, or a similar role.
- Strong communication and relationship-building skills, with the ability to connect with diverse audiences, including corporate clients.
- A track record of developing successful partnerships.
- Experience organising events, campaigns, or fundraising activities.
- Creative problem-solving skills and the ability to generate new ideas to drive participation and engagement.
- Experience of successful sales and persuasion.
- Excellent attention to detail.
- A personable individual with a can-do attitude and a flexible approach.
- Imaginative and creative using your ideas to drive new ways of working to engage and maximise opportunities.
- Strong organisational skills with the ability to keep track of all conversations and chase up diary appointments.
- Strong individual and team working ability, with proven experience of multi-tasking and delivering to tight timelines.
- Be proficient in putting together PDFs and marketing slides.
- Enthusiasm for the performing arts and a genuine commitment to our mission and values.

## DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience in using social media for marketing and engaging audiences.
- Knowledge of the performing arts or education sectors.
- Experience managing committees or volunteer groups.
- Familiarity with corporate engagement strategies and sponsorship development.
- Knowledge of fundraising platforms and social media tools for engagement campaigns.

Please note this job description reflects the requirements of the Anna Fiorentini Performing Arts School in January 2025. The role and duties of the post are subject to change in line with the future development of the organisation. Anna Fiorentini reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

# WHAT WE OFFER

---

- A supportive and creative work environment with opportunities for professional growth.
- The chance to make a meaningful impact on the lives of children and adults through the performing arts.
- Flexible working arrangements
- Free or heavily subsidised access to our after work performing arts courses, (depending on availability).

# HOW TO APPLY

---

**Please click here to complete our online Application Form**

Rolling deadline for applications.

We will be conducting interviews on a rolling basis and will recruit as soon as we find the right person, so please do not delay in submitting your application. Please note, if this job description is still on our website it means it is still available.

If you have any questions feel free to e-mail [anna@afperformingarts.com](mailto:anna@afperformingarts.com)

The interview process will be in two stages:

1. A short 30-minute initial interview via Zoom. To be organised at a mutually convenient time.
2. A full 45-minute interview via Zoom with an administrative task (60 mins in total). Dates TBC.

We are an equal opportunities employer and welcome applicants from all backgrounds to apply.

**By applying for this role you consent to the Anna Fiorentini Performing Arts School processing any personal data you include within your application. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data protection Act 2018**





ANNA FIORENTINI  
**PERFORMING ARTS SCHOOL**

