

Engagement Producer: Context and Person Specification

Job Title: Engagement Producer

Salary Range: £22,000-£25,000 per annum

Reports to: Hat Fair and Playmakers Director

Direct Reports: Placements, Interns and freelance artists and technical staff as projects demand

Contract: Full time (36 hours per week) permanent with flexible working and travel required.

Base: Theatre Royal Winchester

Job Context

Play to the Crowd is an arts and education charity that incorporates Theatre Royal Winchester - a mid-scale heritage theatre with a vibrant Cafe Bar; Hat Fair, an annual international Outdoor Arts festival; and Playmakers, a year-round programme of creative learning, participation, community projects and youth work including a weekly Youth Theatre.

Play to the Crowd is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.

Job Purpose

The Engagement Producer will develop, produce and deliver intergenerational creative engagement projects for Play to the Crowd across all its platforms including Theatre Royal Winchester and Hat Fair, in person and digitally, as part of our evolving programme of intergenerational community and artist engagement work under the newly developed Playmakers brand. The post holder will nurture partnerships with local community stakeholders and identify resources to enable projects to happen.

The Engagement Producer will develop these activities creatively, strategically and administratively and will have demonstrable expertise of producing and delivering performance and creative projects for Theatre, Outdoor Arts and/or Community Engagement sectors.

Person Specification -

Knowledge/Experience/Skills needed:

Essential

- Experience of leading on delivery of intergenerational projects with a theatre venue, theatre company, as a freelance artist and/or Outdoor Arts festival context
- Experience of managing freelance artists, practitioners and project teams
- Demonstrably strong project and financial management skills
- Ability to plan clearly and prioritise competing short and long term objectives
- Experience of creatively leading on the use of

Desirable

- Knowledge of trends in live performance and community engagement
- Experience of carnival parades, outdoor and installation work
- Experience of developing artists' work – both emerging and experienced
- Awareness and experience of working with communities from different socio-economic backgrounds
- Knowledge of GDPR
- First aid qualification

- digital platforms to deliver engagement projects
- Experience of generating income for arts projects through funding applications and other means
- Excellent people and communication skills – including nurturing strategic partnerships and collaborations
- A commitment to equality and inclusion
- Experience of safeguarding policies
- Able to work flexible hours, including evenings and weekends

- Health and Safety knowledge including creation of risk assessments
- Enhanced DBS check
- Full driving licence and access to a car

Personal qualities

- Artistic vision, imagination and creativity
- Passion for live performance in all its forms – including outdoor and online
- Desire to help people achieve their full potential
- Confidence in working with a diverse range of people
- Initiative and the ability to work independently
- Willingness to learn

Engagement Producer: Main Duties and Responsibilities

Creative Producing

- To act as lead producer to design, plan, project manage and deliver the following Playmakers projects:
 - **Hat Fair Carnival** – deliver a year-round programme of artist-led workshops with schools, universities, families and intergenerational community groups to create a high quality impactful annual Carnival parade for Hat Fair
 - **Local Talent** – curate the call-out, selection and running of showcases for community performers and local talent during the year in Theatre Royal Winchester's Cafe Bar and as part of Hat Fair
 - **Community Hubs** – set up, curate and lead on delivery of community hub activities during the year across the Winchester wider district
 - **Work with intergenerational community groups** – lead on delivery of intergenerational creative projects such as WINTOPIA (an interactive imaginary version of Winchester inspired by art and communal creative thinking)
 - **Skills Development** – lead on delivery of artist skills development projects such as Writing to Play (a programme of opportunities for performance writers)
 - **University of Winchester and Winchester School of Art / University of Southampton collaborations** – support our Young People's Producer as required in nurturing and showcasing student work and maintaining creative dialogue with key university staff
 - **Woolly Hat Fair and other events** – Support and manage community engagement opportunities as part of the Woolly Hat Fair and other events
- Oversee general management of Playmakers engagement projects regarding:
 - negotiation with and contracting of project teams
 - managing budgets, including monthly updates
 - ensuring that projects run cost-effectively, within budget and time constraints
 - project management, ensuring that projects meet aims and objectives
- Work closely with the organisation's Communications and Development team to develop digital opportunities
- Ensure that effective Monitoring, Evaluation and Learning mechanisms are implemented throughout project life cycles

Strategic Development

- Work closely with the Hat Fair & Playmakers Director and Young People's Producer to develop and implement a strategic vision for engagement projects for Playmakers
- Contribute to and take a lead role where appropriate on fundraising for Playmakers and related engagement projects from (and reporting to) partners, trusts and foundations, public donation, arts funding bodies, local authorities
- Contribute to quarterly activity reports for the Board of Trustees and the Hat Fair and Playmakers Action Group.
- Provide regular updates on strategic relationships, and approaches made, to the Hat Fair & Playmakers Director and the Communications and Development Director (who has oversight of the organisational fundraising strategy)
- Contribute to and maintain strong relationships with cross-sector community delivery partners, other festivals, co-producers and other local and national partners
- Promote Play to the Crowd's artistic policies and ambitions to venues, funders, peers and the wider arts and development community
- Develop opportunities for further exploitation of all areas of the organisation's engagement work
- Represent the organisation at meetings, conferences and workshops with national and international bodies when required

Profile and Publicity

- Support the development of Play to the Crowd's national/international profile and its national/international reach
- Work closely with the organisation's Communications and Development Director to help build the profile of the Playmakers brand and to publicise Playmakers engagement activities and projects
- Provide regular updates of projects to the Communications and Development team to assist with Communication planning, storytelling and reporting
- Advocate for the organisation's engagement work in the local community and develop community links and networks
- Work within the brand and style guidelines of Play to the Crowd at all times

Other

- Take a proactive approach to fulfilling our responsibilities around inclusion and diversity, ensuring that the programmes operate in line with our organisational commitment to the creative case for diversity.
- Actively support and champion the values and aspirations of Play to the Crowd and adhere to organisational policies and procedures
- Attend training or meetings as deemed necessary
- Undertake any related tasks as requested by the Hat Fair & Playmakers Director and the Board.

Please note that the role is based in Winchester and the successful candidate would ideally be based within a reasonable commuting distance of Theatre Royal Winchester in order to be able to fully undertake all responsibilities.

This job description is a guide to the nature of the work required of the Engagement Producer. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

In addition to a commitment to the values, aims and objectives of Play to the Crowd, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Play to the Crowd's Vision, Mission, Values and Strategic Objectives:

Why: To delight and unite.

How: By inspiring people to connect with and participate in live performance - both indoors and out – and by inviting them to 'escape from the ordinary' and discover a lifelong love of theatre and the arts.

What: We run a beautiful theatre, family-friendly festivals and community participation programmes, in and around Winchester.

We believe in...

- *Bringing people together in wonder*
 - We gather communities together to experience the new, the unexpected, the thought provoking, the hilarious, the wonderful
 - That is why we maintain the heritage of our listed building and the UK's longest running Outdoor Arts festival for a long and fruitful future as gathering places in which the public can experience the extraordinary
- *The power and value of live performance*
 - We are passionate about cultural arts and live experiences because we see the profound and transformative effects they have on people, both performers and audiences
 - This is why we offer a diverse range of arts to continuously appeal to and inspire the broadest audience possible
- *Nurturing talent*
 - We believe that live theatre is good for the soul and should be opened up to the young, the old, the struggling, the shy, and everyone in between
 - We have a responsibility to seek out and support people by encouraging them to get involved and to develop their skills and natural abilities, whatever their background, their interests or their ambitions; emerging professionals and the general public alike
- *Improving lives through participation*
 - We believe in the power of taking part. It gives people a unique chance to belong, to enhance their wellbeing and even influence society
 - By encouraging people to simply join in we open up difficult conversations to find new ways of thinking and being. Artistic excellence isn't only about professionals; it's giving everyday people the chance to explore the best of themselves and of others

Brand personality:

Play to the Crowd

Friendly

Bold

Collaborative

Theatre Royal Winchester <i>Approachable</i> Vibrant Sociable	Playmakers <i>Playful</i> Curious Open	Hat Fair <i>Cheeky</i> Expressive Intriguing
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Play to the Crowd's strategic objectives are to:

- A.** Increase the number and range of people experiencing live performance and deepen their engagement
- B.** Bring communities together to share experiences, ideas and themes relevant to them
- C.** Unlock creative potential, particularly of young people and emerging or local artists
- D.** Offer fresh perspectives to support community cohesion and empathy
- E.** Encourage laughter, thought and amazement to boost people's joie de vivre and mental health
- F.** Build a sustainable, resilient business model, working in innovative and progressive partnerships
- G.** Play a leadership role in cultural development and partnerships in Winchester, across Hampshire and beyond, helping to support place making agendas
- H.** Sustain and develop our building for the benefit of residents, visitors, artists and businesses