

**PLAY  
TO THE  
CROWD**

Arts & Education Charity  
Winchester



**Join the family**

**Job Pack:  
Programming Producer**





“The team at the theatre are organised, professional, and very welcoming. We felt at home.”



“I can't imagine our community without Theatre Royal Winchester, the extraordinary Hat Fair or Playmakers.”



# Hello and welcome

**We are delighted you are interested in coming to work with us at Play to the Crowd.**

We are a fantastic arts and education charity based in Winchester, Hampshire, with a friendly, committed core team of about 25 people with a further 25 or so in the broader casual team as well as many volunteers.

People say they love working with us because they feel part of a family and everyone pulls together in a supportive environment to make wonderful, memorable experiences for our audiences and participants.

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## About this role

This is a part-time, permanent position (21.6 hours per week) with a salary scale of £26,881 – £28,950 (pro rata).

The Programming Producer is a newly created role at Play to the Crowd, offering a unique opportunity to contribute to the ongoing evolution of the organisation's artistic programme. Working closely with the CEO/Artistic Director, the post is central to curating the received professional programme at Theatre Royal Winchester, with a focus on growing audiences, maximising earned income, and maintaining an artistically rich and balanced season.

Key responsibilities include researching, filtering, shortlisting, and recommending programming options, as well as leading on the administration and delivery of the theatre's community hirers' performance programme.

The role also encompasses efficient management of the professional programme's logistics — including drafting and overseeing contracts, coordinating with visiting companies, and collaborating with front of house and technical teams — to ensure seamless communication and a high-quality experience for artists and audiences alike.



# What you will do

## Professional Programming

- Research, filter, shortlist and recommend programming options for Theatre Royal Winchester including scouting for work where possible
- Work closely with the CEO/Artistic Director to make choices and curate the programme with a clear eye on the expenditure budget and income targets, as well as the artistic and art form balance of the programme
- Work closely with the CEO/Artistic Director to explore programming options for other spaces locally
- Take particular responsibility for programming a specific genre or space, if in line with personal expertise and experience
- Specifically look for and flag opportunities where the professional programme could enhance our community engagement work or benefit our priority communities. Liaise with colleagues internally to explore the logistics and help make this happen
- Manage and coordinate accessible performances, ensuring these happen in line with Business Plan targets
- Work alongside the CEO/Artistic Director to negotiate cost efficient deals with selected artists for our platforms
- Manage the contracting process ensuring clarity and efficiency
- Support the creative team of our pantomime with sourcing professional performers, community ensemble and production roles as required

“Play to the Crowd offers glorious theatrical opportunities and experiences that enrich us all.”



# What you will do

## Community Hirings Programme

- Lead on managing the relationship with our community hirers and be the lead contact for these
- Agree the details of the contracts and issue these contracts alongside other supporting documentation and guidance
- Liaise internally to ensure they have the best possible experience and feel well supported
- Ensure planning and wash up meetings happen as required with the right people present
- Maximise the income from this strand while balancing the needs of the overall programme and the needs of the community users

## Communication and Administration

- Manage the programming inbox effectively to make collaborative programming decisions easier by identifying work both by genre and date availability
- Manage our Programming Master, Show Calendar and Sharepoint programming folders efficiently and accurately, supporting others to do so too, where required
- Communicate promptly and effectively with incoming proposals and with artists once programmed, as well as after their performances with us
- Administrate the contracting process and ensure effective communication is maintained both with our visiting artists and with internal functions
- Use spreadsheets to calculate the financial implications of deals and pricing
- Work particularly closely with Marketing, Technical and Front of House internally to ensure seamless administration of the programme, acting as a coordinator and single point of contact where required.
- Liaise with our Finance Manager to ensure timely and accurate settlements
- Work closely with our People and Policies Manager and our CEO/Artistic Director to administrate our own produced pantomime including managing contracts and communication for and with the core creative team



# What you will do

## General

- Champion the organisation's values - Passionate, Inclusive, Kind - and act as an advocate for the organisation with the public, visiting companies and key stakeholders
- Ensure the very best proactive welcome is offered to all who engage with the organisation and that people feel excellently supported while working with the organisation.
- Adhere to organisational policies and procedures and carry out all tasks to the highest standards in accordance with best practice.
- Actively support the organisation's action plans in respect of inclusion and equality.
- Participate in training and other forms of staff and team development.
- Act as a key holder for the organisation.
- Undertake such other tasks as directed by the Management of Play to the Crowd.



“We love the cultural richness brought to Winchester from Play to the Crowd. Long may it continue”



# What you will bring

## Knowledge, experience and skills

### Essential

- Experience of professional programming for venues and understanding touring companies' needs
- Meticulous administration and organisational skills
- Experience of managing and delivering to income targets and setting realistic targets
- Experience of creating and managing contracts
- Excellent people and communication skills in person and in writing
- Able to work independently and under pressure
- An entrepreneurial spirit with developed financial skills and a common sense but empathic approach to negotiation
- Microsoft Office and SharePoint literate and demonstrable general IT skills, particularly with Excel

### Desirable

- Experience across multiple art forms
- Experience of selecting and contracting work for small and midscale venues
- Experience of the Outdoor Arts sector
- Good contacts and connections with promoters and producers
- A working knowledge of ticketing systems such as Spektrix
- An understanding of arts sector bodies such as ACE and UK Theatre
- Analysis and use of data management systems

### Personal Qualities

- Passion for the arts
- Strong collaborative and team working skills
- Welcoming and inclusive personality
- Resourceful and able to use initiative
- A can-do attitude
- Proactive problem solver
- Willingness to learn and adapt





# Job details

**Job title:** Programming Producer

**Reports to:** CEO and Artistic Director

**Works closely with:** Festivals and Projects Producer, Engagement Producer and Young People's Producer

**Contract:** Permanent, part-time

**Salary:** Salary Grade C £26,881 - £28,950 pro rata

**Hours:** 21.6 hours per week

**Location:** Theatre Royal Winchester, Winchester, Hampshire

**Holiday:** 25 days annual holiday plus bank holidays, increasing by 1 day a year up to 30 days plus bank holidays (pro-rata for part-time employees)

## Benefits:

- Contributory pension
- Employee Assistance Programme
- Access to complimentary theatre tickets
- Free membership of Play to the Crowd
- Bar discounts

# How to apply

Please download an application form from [playtothecrowd.co.uk/jobs](http://playtothecrowd.co.uk/jobs)

If you want to know more or for an informal chat about the role please contact [deryck@playtothecrowd.co.uk](mailto:deryck@playtothecrowd.co.uk)

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



# About us

Play to the Crowd is an arts and education charity which consists of:

- **Theatre Royal Winchester**, our lovely 400 seat heritage theatre with a busy, diverse programme and our own annual pantomime production.
- **Hat Fair**, our famous International Outdoor Arts Festival.
- **Playmakers**, all our creative participatory work with and for young people and communities.

The charity also has a wholly owned trading subsidiary called – wait for it – Trade to the Crowd!

We are proud to connect with over 150,000 people each year and turnover approximately £2m a year of which over 90% is earned or fundraised income.

## Our vision and values

We exist to **delight** and **unite**.

We do this by inspiring people to connect with and participate in live performance - indoors and out - by inviting them to escape from the ordinary and discover a lifelong love of the performing arts.

We believe in...

- Bringing people together in wonder
- The power and value of live performance
- Nurturing talent – providing Performing Arts education and creative skills development for all
- Improving lives through participation





# Our personality

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## **Friendly**

Warm, relaxed,  
relationship-building, ready  
to have fun along the way.

## **Bold**

Getting out there,  
getting involved, standing  
up for what's right.

## **Collabrative**

Always open to working  
together, listening and  
acting respectfully.

**incorporating**

**THEATRE  
ROYAL  
WINCHESTER**

**HAT  
FAIR**

**PLAYMAKERS**

## **Approachable**

Expansive, amiable,  
inviting all-comers, the  
opposite of elitist

## **Cheeky**

A little bit naughty yet  
always nice, full of life  
and gentle irreverence

## **Playful**

A provider of fun and  
frolic, we believe in play.

## **Vibrant**

Buzzing, alive, colourful;  
full of interest, excitement  
and enthusiasm

## **Expressive**

Unselfconscious,  
creative, committed and  
always captivating

## **Curious**

Our creativity will be  
invitational, intriguing and  
inquisitive

## **Sociable**

Meeting people and  
making them happy,  
one-on-one or whole  
crowds

## **Intriguing**

Mystery and excitement  
that draws people in,  
often new, always original

## **Open**

Our practice will be  
transparent, accessible  
and shared.

“The team were so warm,  
friendly and first rate. They  
made the day so easy”





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