

Creative Producer
Job Description - The Cheltenham Trust (July 2018)

Particular to the role of:	Creative Producer
Post No:	
Grade:	G – 40 Hours
Location:	The Wilson
Responsible to:	Manager (Programmes)
Responsible for:	Assistants, volunteers, external partner relationships, relationships with sponsors, relationships with Friends organisations and working across all departments TCT

Part A – Job Specification – Creative Producer

- The Creative Producer will lead contemporary arts development and public programme activity across the Trust working with the Manager – Programmes towards a defined strategy, delivery programme, outcomes and outputs
- Working with the Manager – Programmes, all art forms will be developed to engage audiences in new ways including visual arts, public art, dance, drama, literature, poetry
- Developing The Wilson programme alongside the Producer (collections and interpretation) and any freelance, contractors or consultants developing a dynamic programme of activity engaging diverse audiences
- Developing a broad range of arts opportunities and programmes to support the Town Hall project; establishing multiple art form programming working within the IGNITE framework (a framework for activities that aim to unlock, spark and harness talent through interaction between artists/practitioner/programme/audiences/performers in pursuit of excellence and talent creation)
- Developing other programme opportunities at other sites as appropriate to the strategy for the Trust
- Working with team members to create clear connections between the collections held at The Wilson, all art forms and programme opportunities for new and existing audiences
- Working in partnership with national and international partners to develop concepts and ideas for exhibitions and developing and delivering activities in partnership and in line with the Trust's overall ambitions
- Working in partnership with artists/performers, local and regional organisations to promote the profile of the Trust and work on specific initiatives and projects developing innovation, themes and ideas that will attract new audiences in addition to maintaining our current audience base
- Working with the Communications and Insight Team to identify key audience profiles and match to performance outcomes and initiatives contributing significantly to the audience development strategy

- Working with the Engagement Team to define the learning, talent and skills (IGNITE framework) potential; health and wellbeing approaches and community engagement projects working across all art forms, different media (including digital)
- Working with venue managers to trial new multiple art form projects crossing sport and culture made possible through successful fundraising activity

- Ensuring that evaluation frameworks are followed and completed as appropriate to each project or performance initiative, supporting evaluation matrices and completion of the balance score card performance framework
- Developing new approaches to interpretation supporting the Producer (Collections and Interpretation) through virtual and physical approaches across venues and beyond contributing to the interpretation strategy led by the Producer (Collections and Interpretation) that put our audiences first
- Act as an advocate for cultural development in support of the Manager - Programmes and Executive Team; you will be required to make public presentations; speak publicly and at times work with Board members
- Fundraising – each producer will contribute to fundraising activity to ensure that the programme and content production is underpinned with sound business cases and successful fundraising; developing content for funding bids, cases for support and special initiatives
- Where income targets are set, you will be responsible for ensuring that these will be met at year end in line with budget requirements; prudent use of TCT funds and generating income as set out in the business units for each activity

Experience

- Experience of working in a relevant environment for 3 years or more related to programme production across art forms demonstrating an approach that optimises the connection between audiences and art forms at multiple venues (and where appropriate drawing on collections)
- Experience of working with performers, artists, specialists and ability to build on best practice and devise innovative programmes and activities
- Experience of innovation in forming creative platforms for audiences to trial art forms, through activity, exhibitions, interpretation, wider programmes, arts events and festivals, audience development frameworks related to content and programme production across localities
- Experience of linking programmes with business models to deliver on multiple outcomes including retail, secondary spend, fundraising bids, income generation initiatives
- Experience of working with international, national, regional and local partners to devise content and programmes to meet strategic objectives and to deliver strategic objectives
- Experience of developing topic related and themed programmes to raise the brand of an organisation, raise the profile of the place and deliver on multiple outcomes
- Experience of production related activity from project inception to delivery and evaluation including performances, festivals and events. This should include budget management, writing and negotiating contracts and fees, regular reporting protocol and some experience of marketing successful projects
- Evidence of integrated planning that encompasses; learning, health and wellbeing, community engagement, income generation to ensure that content and programmes create the desired impacts
- Creative work that can be demonstrated through previous projects and delivery to successful conclusion

Knowledge, skills and abilities (Essential):

- Specific and specialist knowledge in relevant academic subject area and working environments – multiple art forms

- Excellent co-ordination skills, including project management skills to deliver on time and to budget to meet strategic objectives
- Ability to produce programmes and activities across sites and localities or through digital means
- Ability to work with external stakeholders in partnerships and seek mutuality, delivering against key outcomes
- Ability to work with artists, specialists and performers, production teams, and wider staff team to deliver outcomes and outputs
- Ability to co-ordinate activity across the trust and draw on matrix working to create the widest impact of content and programmes
- Interpersonal skills, ability to relate to people at different levels including the Board, staff, stakeholders, regular customers and members of the general public to meet strategic objectives
- Specific knowledge of health and safety requirements relating to culture and sport content and programmes
- Evidence of strong artistic and cultural networks nationally and internationally
- Team player, with excellent co-ordination skills ; communication skills and project management
- Excellent network that will create leverage in specific skill area
- Knowledge of the sector and evidence of excellence as a producer in sector area with delivery experience

Qualifications:

- Educated to degree level – in either a relevant subject and significant demonstrable experience in a relative field (5 years)

Part B: Main Areas of Work

- The producer roles are based on generic and specific trust wide responsibilities and operational responsibilities for content and programming production and delivery across the Trust and beyond.
- To work across the Trust and beyond to promote and develop both the enterprise and charitable elements activity related to programming production and delivery.
- The post holders will support the Manager – Programmes in terms of trust wide development, trust delivery policy support and resource support through a period of significant change and development of the Trust.
- To identify, develop and present to the Manager – Programmes opportunities to develop and expand the activities of the trust and generate income related to programming and content production and delivery to specific business plans and outcomes.
- To work with Managers to support the development of the Trust's operations, delivery and outcomes across all areas in the production of content and programmes.
- To contribute to policy creation with special reference to cultural policy and collections related policies.
- To work with all Managers to research information to support the formulation of plans to produce a highly visible programme and new content to position both the brands for the Trust and for The Wilson drawing on collections managed by the Trust.
- To work as a team member to deliver touring exhibitions drawn from other organisations
- To meet performance targets including footfall, income, collections development objectives and working with key audience groups.

- To work collaboratively with partners and key stakeholders, undertake consultation and collaboration in pursuit of the Trust's objectives and actively ensure excellent partnership arrangements to create content and programme outcomes against the value framework for the Trust
- To record performance and maintain of appropriate reporting information, evaluation mechanisms and actions plans to underpin the trust's activity, enable business design and provide information based on evidence
- To effectively manage budgets, both capital and revenue as set out in the Trust's Scheme of Delegation and meet targets that are set each year
- To effectively manage contracts as appropriate to the value set out in the Scheme of Delegation
- To lead and contribute to programme and project development working across the Trust ensuring accountability in each project and meeting targets
- To work with the Executive Team to present concepts for sign off in line with the Trust Strategic frameworks
- To generate repeat and new visits/use as a result of programme and content produced.

Support to Strategic Development

- Work innovatively to develop the Trust's cultural ambitions, venues and collections
- Maintain knowledge and skill through learning from best practice, nationally and internationally (legislations, trends, content, digital development, collections)
- Work with strategic stakeholders to develop positive relationships; developing truly collaborative partnerships
- Develop content through co-production and co-creation methodologies
- Undertake efficient and effective project management to deliver against outcomes and strategy; on time and to budget
- Ensure clear monitoring, evaluation and objective delivery to the highest standards against time, budget and resources
- Deliver income targets as set out in the Annual Plan; work with colleagues to devise new income streams and business models.
- To undertake risk management within the trust's policy that considers ethical matters in respect of the nature of collections and interpretation in support of the programme development and delivery
- To comply and implement the health, safety and welfare policy and all other trust policies and procedures
- To identify growth opportunities for the trust that deliver value socially, economically and financially in devising new content and programmes across and beyond the Trust
- To ensure that the Trust's equal opportunities policies are followed and all other policies
- To support the development of key strategy that underpins Content and Programming areas

Operations

- Support a continued commitment to high level customer experience and satisfaction through the delivery of high quality content and programme and organisational performance
- Uphold the trust's positive profile at all times and undertake communications by adhering to the relevant policy, values, mission and vision
- Work effectively across the whole trust through supporting and co-ordinating matrix working, programme delivery and project management in the context of content and programmes

- Undertake specific project management roles as appropriate to the development of the trust
- Meet the strategic objectives of the trust through supporting the delivery of activity plans and strategic outcomes as appropriate to the role
- Support an enterprise culture across teams at all times through encouraging a positive culture and a business-like approach to all tasks
- Support the successful development of the trust through staff consultation and involvement.
- Support consultation with key stakeholders and through collaboration with partners.
- Deliver excellence in the quality of content and programme devised in meeting all criteria for each project

Resources – Human

- Undertake recruitment, retention, training, development and when necessary disciplinary action
- Manage staff effectively monitoring, performance absenteeism and sickness, developing staff through training and professional development opportunities and appraisals
- Manage volunteers effectively promoting positive engagement and outcomes
- Promote a positive and exciting trust wide work ethos in line with the Trust's values
- Manage project staff as appropriate to each project
- Work effectively with contractors, consultants and freelancers to deliver projects

Resources - Finance

- To regularly monitor finances within budget, as agreed with Managers and advise on any variances finding solutions to correct deficits and work to clear business units
- Ensure all resources (including IT hardware and software) are used safely, legally and efficiently
Ensure the area of responsibility complies with financial regulations and all other trust policies and maintains systems for ensuring financial probity
- Contribute to writing fundraising bids and monitoring the relationship with funders for specific projects in line with Trust requirements
- Deliver projects on time and to budget to meet strategic objectives

Part C - Ability to work to and uphold The Cheltenham Trust Values:

Trust Values

- Considered – each member of staff will consider the reputation of the trust and uphold a professional approach within this post
- Committed – each member of staff will be committed to the charitable objects of the trust and understand their role in achieve these objectives
- Collaborative – each member of staff will work with others across the trust and organisations outside the trust in a professional manner
- Creative – each member of staff will be creative in their approach to problem solving and developing new ways of working to enable the trust to realise its goals