



PRODUCER COMMUNITY ENGAGEMENT & AUDIENCE DEVELOPMENT

6 month initial freelance contract (Jan - June '23) |
approx. 2.5 days per week | Fee £8,125 (eq. £32,500 pro rata)

Who we are

Valley Arts is a performing arts charity rooted in the rural Chew Valley community a few miles south of Bristol. Our vision is for everyone in rural communities to be entertained, inspired and supported by the arts, through access to high quality, thought-provoking and diverse live performance without barriers. We want to be part of a world where creativity is enjoyed by everyone.

We offer a year-round programme of events and activities including regular professional performances in village venues, a thriving weekly youth theatre, holiday clubs and school workshops and outdoor summer performances. This all culminates each year in a vibrant month-long autumn Fringe Festival.

2023 will be an exciting year for us - enabled by new Arts Council funding we will be further developing the organisation with a particular focus on audiences and community engagement. We're looking for a new member of the team to shape and deliver this work.

What we'd like to achieve

We're looking to deepen our understanding of audiences across our communities, develop new partnerships and collaborations, and create new opportunities for people to connect with performing arts.

We've agreed an outline programme of work with Arts Council England using a Listen, Learn, Test approach and focused on four strands:

- **Community Connectors.** Developing a network of advocates across the villages to help us better understand and meet audience needs and encourage greater participation.
- **Seniors.** Partnership work with local elders, including regular workshops
- **Young People.** Partnerships with local schools, developing our cultural offer for children and staff.
- **Valley Makers.** Working with local creatives to develop work focused on family audiences, young people and community co-production.

We are looking for an experienced and enthusiastic producer to lead and deliver this 6 month programme of work.

The role

In this role you will join our small dedicated team, supported by an active board of Trustees. This will be a very outward facing role: developing relationships, co-producing workshops and performances, communicating proactively and creatively with community members, volunteers and local partners. In addition you will also contribute to the successful delivery of our core programme of events and activities, including - subject to further funding - our 2023 Fringe Festival.



Core responsibilities

- Research and develop a Community Connector offer for Valley Arts, in consultation with other rural arts organisations, with the aim of engaging a diverse group of local people to inform our future work.
- Work collaboratively with local partners who support seniors, carers, young people and those that are socially isolated, to plan and deliver a series of creative engagement sessions for these target groups.
- Develop our Valley Theatre Makers group supporting a series of creative engagement sessions.
- Source and book creative practitioners (for example in music, drama, dance, socially engaged arts) to lead sessions with a variety of local community groups.
- Plan and deliver a series of creative engagement sessions for different community groups, in local village venues/spaces.
- Research and develop a doorstep/street engagement offer for senior residents, young people and those from lower socio-economic bands, in the Chew Valley.
- Support the development and distribution of a youth and parent consultation survey, to inform our future youth activities (led by an external marketing mentor).
- Working with the Education Coordinator, support planned activities in schools, youth theatre and holiday club provision as required.
- Working with support from the Valley Arts team, plan all communications and marketing activity for the project, guiding how, when and where the different activities should be publicised.
- Co-ordinate the volunteers who support our regular programme of events
- Manage the health and safety for all project activities, including preparing risk assessments.
- Coordinate and schedule all volunteers needed to support the project.
- Manage delivering the project against the agreed timeline.
- Manage the project budget, keeping all financial data up to date.
- Document all project progress, building in evaluation and analysis throughout.
- Write an end of project report, with final activity schedule and reconciled budget.

Additional responsibilities

- Stay informed about relevant activities going on in the area, key dates and developments which may impact the work of Valley Arts.
- Maintain a good overview of the booking diary, and a good understanding of the operational running of Valley Arts.
- When needed, help the Programme Coordinator to respond to tech requirements from visiting performers and help plan the audience experience at Valley Arts events.
- Act as the lead coordinator at some events.
- Contribute to the marketing and promotion of all Valley Arts events and activities.
- Support fundraising, build relationships with local sponsors and help manage sponsor relationships.
- Help trustees in building relationships with local partners, schools and community organisations.
- Support trustees with seeking and applying for grant funding, prepping activity plans and budgets to support applications.
- Contribute to the monthly activity report for Trustee meetings.

Skills and experience



The successful candidate will be able to demonstrate:

Essential

- Experience of working with/for creative organisations - ideally in a rural arts context
- Experience of engaging, developing and/or communicating with diverse audiences
- Ability to work on own initiative and within a small team, managing and prioritising a complex workload
- Excellent communication skills, both verbally and in written form, with good listening skills.
- Excellent organisation skills and ability to work in an efficient, confident and tactful way.
- IT Skills in Microsoft Office (or similar) including working with spreadsheets
- Good Health and Safety and Safeguarding knowledge.
- Good understanding of data privacy under GDPR
- Experience managing budgets, overseeing evaluation, and writing project reports.
- Passion for the performing arts and the positive impact it can have on communities.

Desirable

- Based locally to the Chew Valley
- Experience of marketing and/or communications for an arts charity
- Understanding of Arts Council funding
- Successful grant-writing experience

Role summary

Reports to: Lead trustee
Relationships: Trustees, Programme Coordinator, Education and Outreach Coordinator, and Social Media Coordinator
Start date: Ideally ASAP in late January/early February 2023
Duration: Initial 6-month contract on a freelance basis, with hope to extent subject to funding
Hours: Part time hours, approximately 2.5 days/week, to be worked flexibly.
Place of work: Home working and at venues around the Chew Valley as required
Other: Own IT equipment, phone and transport required
Fee: £8,125 (equivalent to £32,500 pro rata)

To apply

Please send your CV (no more than three pages) and a covering letter (no more than two pages) explaining your suitability for the role to Geraldine Hill-Male at geraldine.hill-male@valleyartscentre.co.uk by midnight on Sunday 8th January. Interviews will be held online on Thursday 12th January and we will notify you if you are invited to attend by 6pm on Tuesday 10th January.

If this way of applying isn't accessible or comfortable for you, please contact Geraldine Hill-Male to discuss a more suitable way of applying and how we might be able to support you. Geraldine is also happy to answer any questions you may have, or have an informal chat about the role.

We believe our work will be stronger with greater diversity and welcome applications from those who bring balance to our team. Valley Arts welcomes the whole person to work, and we understand that each of us brings our experiences, our backgrounds and our own unique lens to what we do.