

# Connecting cultures through extraordinary art



## Art Reach



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**ARTS COUNCIL  
ENGLAND**

LOTTERY FUNDED

# Creative Producer Application Pack

Closing date for applications:  
5pm, Tuesday 11 April 2023

Dear Applicant,

## Creative Producer

Thank you for your interest in Art Reach and the above position.

We are proud to be a charity which makes a difference and very much hope you will consider applying to work with us.

We are an inclusive organisation, from our trustees and team members to our audience and participants. We treat all job applicants equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation or any other equality characteristic. We particularly encourage applications from individuals who are underrepresented in the cultural sector.

The Application Form and Equality Monitoring form can be downloaded at the following links:

Cover Application Form: <https://tinyurl.com/2v9y9uhs>

Equality Monitoring Form: <https://tinyurl.com/3nyf74h5>

The above should be submitted with your CV, and a maximum two page letter outlining your interest in applying for the job, and how you meet the person specification

Your completed application should be sent to [hello@artreach.org.uk](mailto:hello@artreach.org.uk) or by post to  
Art Reach  
LCB Depot  
31 Rutland Street  
Leicester  
LE1 1RE  
by 5pm, 6 March 2023

Please note the Personal Details and Diversity Monitoring forms will be removed from your application before shortlisting and will be used for statistical monitoring purposes only.

The closing date for receipt of this application is **5pm, Tuesday 11 April 2023**. Interviews are planned for **18 & 19 April 2023**.

Should you require any further information, or to have an informal discussion about the post, please contact [hello@artreach.org.uk](mailto:hello@artreach.org.uk) or telephone **0116 261 6882**

We look forward to hearing from you, and good luck with your application.

## Welcome to Art Reach

Art Reach is an arts & cultural charity with big ambitions. We are a diverse led organisation, based in Leicester, developing & delivering arts & cultural programmes with partners & through collaboration in Leicester and across the UK.

Our mission is: **Connecting Cultures through Extraordinary Art:**

- We commission bold, ambitious art & festivals that bring people together, delivering activities & authentic experiences that unify art, audiences and cultures.
- We empower a range of artistic voices that excite & surprise with fresh energy and new ideas. Together we explore complex pasts, reshape the present, & imagine new futures. We celebrate the power of sanctuary, unleash expression, and tell extraordinary stories.
- Our programmes focus on presenting world class work that is rooted in the human experience, transforms outdoor spaces, and is impactful, inclusive and inspiring to local & international audiences.
- We are a values driven organisation committed to increasing understanding of current social issues (e.g., migration/sanctuary seeking) in a way that encourages compassion in our communities.

## Why we do it

We believe that art brings people together. It entertains and moves us, challenges and educates us, together. We believe that shared experience of art starts conversations and helps us to understand one another better.

We know that our work can ignite imaginations and help people and communities to find their place in our cultural and creative landscape. That great art can enable us to share lives, stories and entertainment

## What we do

Art Reach delivers exceptional high quality innovative arts programmes across the UK & Europe: we pioneer new ways of working that stretch artistic boundaries, provide opportunities for sanctuary seeking artists and communities; and encourage new ways for audiences to engage with our work. Alongside our cultural programmes, we support our work through earned income via our consultancy arm: raising over £2million since 2018 for clients and Art Reach. From 2023, most of our programmes will be delivered outdoors, bringing the streets of Leicester to life.

Art Reach is an Arts Council National Portfolio Organisation.

**We value brave voices and amplify them.**

## Our programmes

**Journeys Festival International** builds on the festival's 10-year history, growing our work exploring sanctuary seeker experience through great art with an international festival ranging from epic spectacular events to intimate experiences where audiences & artists meet. At the core of the programme is work commissioned from sanctuary seeker artists or developed with sanctuary seeking communities. JFI will encourage a more humanitarian approach to develop understanding of the plight of those who seek sanctuary.

From 2023, JFI will be extended to prioritise commissioning work from underrepresented voices, with a particular focus on Global Majority, disabled & female artists. Our aim is to have a festival programme which is gender identity balanced & at least 45% Global Majority artists. The festival will take place over 3 days in summer annually in Leicester.

**Re/action Festival** is a new 2-day Art Reach festival, continuing our specialism in addressing contemporary issues, & building on key themes from Liberty festival. Sanctuary seeking communities across the world tell stories of reusing & making do & our communities of refugees & asylum seekers will be indispensable to our new festival. The festival will be centred on art/artists unique position as inspirers to action who encourage change.

The festival will commission new artwork which addresses the climate emergency, showcase local, ethical traders & food, share skills, offer workshops in repurposing/reusing, & celebrate Leicester's diversity. The festival will focus on how we can make changes which add up to a big difference for the future of our planet. Building on our Liberty Changemakers programme, young people will be key to the festival: as drivers activists & producers. The festival will take place in annually in Leicester with new collaborations and partnerships from Leicester, UK and Europe.

**Platforma** is an arts & refugee network which supports & develops arts & culture by about & with refugees & migrants, led by Counterpoints Arts. The festival runs every 2 years in a different part of the UK (2023-Bristol & South West). We will collaborate with Counterpoints to co-commission new work exploring themes related to climate justice & displacement to be showcased at JFI & Platforma, working with UK wide sanctuary seeking communities & organisations; coming together to continue & deepen our work with sanctuary seeking communities, & learn from each other. The festival is biannual in October.

**Art Reach Consultancy Services** has a wide portfolio of clients spanning the arts and heritage sector based across the country and works extensively on creative and cultural programmes of work across the UK.

The significant creative role that Art Reach has, alongside its extensive cultural networks, enables its unique perspective and approach to delivering its consultancy services. As a specialist consultant, ArtReach also has a successful track record of consultancy projects involving strategic visioning, business planning, governance and fundraising, ArtReach has driven and supported the development of many successful Strategic Plans, Cultural Strategies and Fundraising Strategies

**We value cultural growth and deliver it.**

for a range of arts organisations, large and small. This support also extends to supporting Creative People and Places programmes to set up partnership arrangements as well as other city/town-wide strategic arts partnerships.

## Our impact

Since becoming an NPO in 2018, Art Reach has delivered Night of Festivals/Liberty UK (15 editions & 7 locations since 2010), Journeys Festival International (JFI) (3 years in 3 cities& digital edition (2020) and Liberty EU (co funded by Creative Europe) in partnership with 12 organisations in 10 countries across Europe. Art Reach has commissioned/co-commissioned work from over 220 artists, with 60% of these artists from sanctuary seeking backgrounds, & 64% aged under 35—a significant investment in artists who are underrepresented in the sector. We have commissioned new works from 45+ artists per year and reached audiences of 180,000 per year.

## Equality of opportunity at Art Reach

Art Reach continuously strives to be an equal opportunities organisation and is committed to ensure equality of opportunity in all areas of its work. Embedded within the company, Art Reach has the commitment to encourage, value and manage diversity and ensure that no person receives less favourable treatment.

**We value vibrant change and create it.**

## The Role: Creative Producer

### Job description

<b>Job title</b>	Creative Producer
<b>Location</b>	Leicester/hybrid
<b>Working hours</b>	37.5 hours per week
<b>Salary</b>	£27,000 - £29,000
<b>Reports to</b>	Head of Programme and Engagement
<b>Responsible for</b>	Freelancers as required
<b>Holidays</b>	25 days annual leave + 8 days bank holidays, increasing to 28 days + bank holidays after 2 years continuous service
<b>Purpose</b>	Support the development, delivery and production of Art Reach's festivals, programmes and events

### Creative Producer

The Creative Producer role is key to the delivery of our festivals, events and engagement programmes. Key responsibilities include:

- Working with the Head of Programme and Engagement to support, develop and deliver our festivals, events and programmes
- Working with the Head of Programme and Engagement to support, develop and deliver our engagement and participation programmes

Previous experience of producing, including large scale work- particularly in outdoor contexts- is important, together with experience of developing and delivering large scale participation and engagement programmes with communities and young people, in collaboration with our core and extended team. The role demands an organised and motivated individual with excellent communication skills and the ability to work efficiently and effectively with our team and partners.

All staff operate under our Flexible Working Policy, with 50% of hours in our Leicester based office, and 50% working from home.

### Principal Duties and Responsibilities

Please note these are designed to give you an overall view of the role and this is not a definitive list.

### Programme

- Programming and Festival development- working with the Head of Programme & Engagement to develop and plan our festivals, programmes and events, and to prepare and submit funding applications to support delivery.
- Delivery/project management of activity including liaising with partners and recruiting and supporting other delivery staff and volunteers
- Event Management – production of site plans, risk assessments, event management plans, liaising with contractors, booking site/event infrastructure and implementing onsite event management.

- Research programme content, familiarise with activity delivered by potential artists, and undertake Go and See activity as appropriate to keep abreast of the outdoor arts sector and festivals
- Identify fundraising opportunities/sources and prepare and submit appropriate applications to meet funder requirements and criteria
- Prepare and implement Project Plans for the programmes and festivals including for individual programme strands and associated logistics (including contractor liaison, production of risk assessments, site plans, permissions, contracts and Event Management Plan(s) to ensure effective project/ event delivery).

## Engagement

- To support the devising and developing of engagement and participation programmes linked to our festivals and events, ensuring a broad range of opportunities and entry points to engage with our programmes
- To ensure our cultural and engagement programmes are representative of the demography of Leicester, with a particular focus on sanctuary seeking, Global Majority, disabled and female artists and communities
- Support the development and effective partnerships and relationships with relevant organisations locally, regionally and nationally

## Budget & Fundraising

- To contribute to budgeting and any fundraising for the programmes in line with Art Reach procedures
- Identifying additional funding and investment opportunities and working with the executive team to secure additional resources for projects
- Develop detailed budgets for individual programme strands and work within the programme budgets for the Art Reach's programmes, events and festivals

## Management and team working

- Manage freelancers and consultants as required
- Liaise with and contract artists, arrange venues, transport, accommodation, catering and equipment as required
- Liaise and collaborate with the Art Reach team (core and freelance) to ensure effective delivery of programmes, events and festivals
- Ensure effective methodology and implementation of evaluation and documentation of our programmes, events and festivals

## Organisational

- Ensure compliance with all ArtReach policies and procedures including health and safety, protection of children, environmental sustainability and equal opportunities
- Attend network events and meeting, always acting as an advocate on behalf of ArtReach
- Deliver day to day office administration requirements (being self-sufficient in terms of main support needs) - maintaining electronic and paper filing systems, calendar, contact information, personal time sheets and work plans etc.
- Any other coordination and administration work as required to ensure effective delivery of the Producer role



This is a description of the main duties and responsibilities of the post at the date of production. The duties may change over time as requirements and circumstances change. The person in the post may also have to carry out such other duties as may be necessary from time to time.

## Person specification

### Knowledge

- Knowledge and experience of the UK cultural sector
- Knowledge of the outdoor arts sector
- Knowledge of engagement, participation and audience development planning and delivery

### Skills and Abilities

- Ability to work on own initiative, as well as with a team
- Ability to deliver on both artistic and community levels
- Excellent communication skills- written, verbal and interpersonal
- A good understanding of working with diverse artists and communities
- Proven budget management skills
- Ability to raise funds and develop partnerships
- Strong project planning skills, with a proven track record, and attention to detail
- Ability to work effectively within time constraints and under pressure
- Ability to think strategically and practically to effectively plan and deliver project / events
- Efficient time management to ensure successful project / event delivery

### Experience

- Experience of supporting, developing and delivering cultural festivals, events and programmes, particularly in the outdoor arts sector
- Experience of supporting, developing and delivering engagement, participation and audience development programmes
- Experience of successfully project managing and supporting event and festival delivery, particularly outdoors
- Experience of successfully supporting programmes with communities and young people
- Experience of starting and developing relationships with partner organisations
- Awareness of sensitivities (political, social, physical) surrounding working with refugee and asylum seekers
- Experience of budget management and fundraising
- Experience of working with a range of contractors and suppliers, artists / practitioners and communities
- Experience of writing formal documents – such as contracts, risk assessments and project plans

### Special conditions

- Educated to degree level or equivalent, or demonstrable relevant experience
- Able produce work of a high standard and work to tight deadlines within the resources available
- Ability to work flexibly (including out of hours and weekends)

- Commitment to equality of opportunity and staff development

## How to apply:

**Before applying, please ensure you have read the Background Information, Job Description and Person Specification.**

To apply, please send the following documents to Lorna Fulton, Creative Director, on [hello@artreach.org.uk](mailto:hello@artreach.org.uk) :

1. A Cover Application Form >> <https://tinyurl.com/2v9y9uhs>
2. Your CV
3. Maximum two page letter outlining your interest in applying for the job, and how you meet the person specification
4. Online Equal Opportunities monitoring form – <https://tinyurl.com/3nyf74h5> This is submitted separately to your application and will be used for statistical monitoring purposes only.

We are happy to accept applications in alternative formats from applicants who, for reasons of disability, may find it difficult to fill in our standard form.

### Alternative formats

Please return:

1. Written word document or video/audio answers to the Application Questions
2. Written word document or video/audio answers to the Equal Opportunities form.

Please let us know if you require information in an alternative format.

Closing date for applications: **5pm, Tuesday 11 April 2023**

Interviews: **Tuesday 18 & Wednesday 19 April 2023**

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