

Connecting cultures through extraordinary art



Art Reach



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**ARTS COUNCIL
ENGLAND**

LOTTERY FUNDED

Head of Programme & Engagement Application Pack

Closing date for applications:
5pm, 6 March 2023

Dear Applicant,

Head of Programme & Engagement

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/ykfxpp65>

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 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, Monday 6 March 2023**. Interviews are planned for **Tuesday 14 March 2023**.

Should you require any further information, or to have an informal discussion about the post, please contact 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.

Environmental Festival (title TBC) will be 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: Head of Programme & Engagement

Job description

Job title	Head of Programme & Engagement
Location	Leicester/hybrid
Working hours	37.5 hours per week
Salary	Up to £34,200
Reports to	Creative Director
Responsible for	Creative Producer
Holidays	25 days annual leave + 8 days bank holidays, increasing to 28 days + bank holidays after 2 years continuous service
Purpose	To lead on programme development and delivery and engagement and participation programmes

We currently operate a hybrid/flexible working policy with 50% of hours in our Leicester based office, and 50% working from home.

Head of Programme & Engagement

The Head of Programme & Engagement will be a senior member of the Art Reach team, with responsibility to develop and deliver across our programmes, festivals and engagement/participation programmes. This will include:

- Working with the Creative Director to develop, plan, programme and produce Journeys Festival International, Environmental Festival and Platforma programme, together with partners and stakeholders.
- Working with the Creative Director to lead on our participation, engagement and audience development programmes in conjunction with the Head of Marketing and Audience Development and associated partners and stakeholders

This is a key leadership appointment, and the successful candidate will have a demonstrable track record in the delivery of successful large-scale, multi-content outdoor cultural programmes, events, and festivals, as well as significant expertise in authentic engagement and participation for festivals.

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 a wide range of colleagues, stakeholders, partners and clients.

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.

Strategy

- Contribute to Art Reach's ambitions, in particular by developing a focussed and structured programme of culture and engagement, delivering against and advancing our policies, strategies, business and operational plans.
- Development of an annual programme and engagement strategy for Art Reach, to contribute to growing our audiences, programme and partnerships.
- Work with the Creative Director and Art Reach senior leadership team to ensure the delivery of the strategies and plans.
- Development and delivery of individual programme and engagement strategies for each festival to achieve audience targets.

Programme Development and Delivery

- To be the overall producer for Journeys Festival International, Environmental Festival, Platforma and associated engagement/participation programmes.
- To work closely with the Creative Director to curate our festival programmes.
- To encourage more people to participate in and enjoy the arts and provide access to high quality arts activity for the whole community.
- To include the commissioning of new work that will attract widespread public engagement and as a result will also be attractive to potential funders / sponsors.

Engagement

- To lead on devising and developing 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.
- Develop and maintain strategic partnerships and relationships with relevant organisations locally, regionally and nationally.

Production

- Working with Production Manager to support and coordinate production, health and safety and safety advisory group (SAG) processes to ensure the effective and safe delivery of festivals and events, including managing the logistics of large-scale outdoor festivals and events.

Fundraising and Budgets

- To manage the budget and any fundraising (£1,000-£100,000+) for the programmes in line

with Art Reach procedures

- Working on the feasibility of projects and programmes, developing budgets, liaising with artists and other delivery partners to ensure that projects are properly resourced.
- Identifying additional funding and investment opportunities and working with the executive team to secure additional resources for projects.

Management, team working and partnership

- Working collaboratively as a key member of the Art Reach senior management team alongside the Creative Director.
- Working collaboratively with partners across Leicester, UK and Europe (where required) to develop ideas, plans and projects to be presented at our festivals.
- To champion excellence and ensure that all events are of the highest quality
- To line manage the Creative Producer, and freelance staff where required.

Communication

- Provide a focal point for dialogue with artists, cultural organisations, support organisations, learning and engagement practitioners and organisations to ensure as broad as possible engagement in our programme.
- Ensure regular, effective communication exists between Art Reach (team and board where necessary) and the broader sector in the East Midlands and UK.
- Work closely with the Head of Marketing and Audience Development to devise and deliver effective audience development strategies, marketing/communications and ensure that programme content and ideas are clearly articulated through the marketing and communications strategy.
- Ensure that programmes are delivered on time and within budget.

Other

- Undertaking any other duties that are commensurate with the responsibilities of this post.

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 with a range of contacts and relationships and potential connections to other key sectors: tourism; education; regeneration; health; voluntary; community and business.
- Knowledge of the outdoor arts sector
- Knowledge of engagement participation and audience development planning and delivery
- Highly developed staff management and team working skills with an ability to provide clear leadership, inspiration, and motivation, as well as ability to work on own

Skills and abilities

- Ability to think big and be ambitious, alongside the ability to manage detail.
- Excellent communication and negotiation skills – written, verbal and interpersonal.
- Awareness of sensitivities (political, social, physical) surrounding working with e.g. refugee and asylum seekers.
- A good understanding of programming for diverse audiences.
- Strategic thinker with the ability to plan and work far ahead.
- Ability to lead and understanding of effective leadership and management.
- Ability to deliver on both artistic and community levels.
- Excellent interpersonal and communication skills with the ability to inspire, persuade and motivate large numbers of people.
- Proven complex budget management skills, and a track record of working within tight financial and organisational frameworks.
- Proven ability to raise funds and develop partnerships to support largescale project delivery.

Experience

- Experience of developing strategy to deliver ambitious targets
- Experience of developing, producing, and delivering festivals and events (particularly in outdoor sector), including budgets, fundraising and contracting
- Experience of developing and leading engagement, audience development and participation programmes
- Experience and knowledge of the outdoor arts sector and festivals/events
- Experience of production, Health and Safety practice and procedures, particularly related to outdoor festivals and events
- Experience of managing budgets: including financial planning; monitoring and reporting; fundraising and developing and implementing business plans.
- Experience of community engagement and/or audience development.
- Proven experience of project management of high-profile events, festivals or other cultural projects, particularly those conceived by and delivered in partnership with a range of organisations.

Special conditions

- Educated to degree level or equivalent, or demonstrable relevant experience.

- Able to 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 :

1. A Cover Application Form >> <https://tinyurl.com/ykfxpp65>
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.

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