



Candidate Information Pack

Head of Programming & Producing



Norwich
Theatre

“Our profound belief is to inspire a sense of magic in all those who see our performances, take part in our activities, work here, or just spend time in our buildings”



WELCOME



Thank you very much for your interest in coming to join our team here at Norwich Theatre and we hope that you will enjoy what you read within this recruitment pack and be encouraged to get in touch with us.

Over recent years Norwich Theatre has seen a significant period of change – some of our own choice and some as a result of the pandemic. However, setting all of this aside, one thing has remained constant for me and that is the unwavering commitment to our core mission of bringing people together to share in creative experiences.

This mission is the life-blood of our organisations and the things that drives me and our whole team. It also powers our future journey forward which will be an exciting one and will one that I hope you will be keen to join.

Thank you again for your interest in the role I wish you the very best should you choose to proceed with engaging with us.

Handwritten signature of Stephen Crocker.

Stephen Crocker
Chief Executive & Creative Director

ABOUT US

Norwich Theatre is one of the leading arts organisations in the UK and the largest in the East of England, presenting a vibrant programme of live performance and creative engagement activities to entertain, enrich and inspire audiences of all ages and backgrounds.

We are a creative force and culture hub at the heart of Norwich and Norfolk, working with local, national and international partners to create and share extraordinary theatre experiences as well as host the best touring productions the UK and the world have to offer.

Every year, over 500,000 people visit our venues, Theatre Royal, Playhouse and Stage Two. Whether you watch a show, take part in our activities or relax in our restaurant and bars, these spaces are for you. Additionally, as part of a major digital transformation to future proof our programmes and buildings, in 2021 we have established a Digital Stage which allows us to work with a broader range of artists, reach out to and engage with a wider and more diverse audience.

We are an independent not-for-profit charity with no regular public funding, and rely on a share of ticket sales, one-off grants, fundraising/membership schemes and other commercial activities to deliver the work we do. Any surplus funds generated each year are reinvested into our artistic and creative programmes and support our work with the community to keep inspiring future generations.

At the core of our organisational values is a profound belief that we should;

“inspire a sense of the magic of theatre in all those who work here or who visit to see our performances, take part in our activities or spend time in our buildings.”

A commitment to brilliant experiences underpins everything we do and shapes how we work as a team, the partners we work with and the way in which we welcome our visitors. Fundamentally, we believe that our work and our buildings should be for everyone.

At Norwich Theatre, we believe in the power of arts and culture to nurture society and regenerate communities. As a creative force and cultural ambassador for Norwich and Norfolk, we deliver inspiring and wide-reaching artistic programmes both on and off our stages. We work with established and early career artists/theatre-makers/companies from all backgrounds and disciplines to create and present bold and ambitious artistic projects and creative experiences.

Sitting alongside our artistic programme, our creative engagement activity is crucial to achieving our vision as it connects with an exceptionally diverse mix of people, it encourages creative development and supports social and emotional wellbeing. Every year, more than 5,000 people of all ages and backgrounds engage with our award-winning Take Part programme and flagship community engagement series Creative Matters.

OUR VALUES

Creativity

We nurture our own creativity, apply our creative skills to everything we do and respect the value of all forms of creative experience

Impactfulness

We deliver our work focussed on achieving positive impacts for the people and places with which we engage

Honesty

We are open and honest with ourselves and all those with whom we work

Kindness

We lead with kindness when working together and with others

Inclusivity

We listen carefully and always strive to co-create to ensure that we hear the most diverse range of voices and actively break down real and perceived barriers

Bravery

We are not afraid to challenge ourselves and actively embrace experimentation and innovation in pursuit of our vision



DIVERSITY & INCLUSION

Theatres should be places which reflect and embrace the diversity of the world we live in, but still so many stories are left untold. We are a Theatre of Sanctuary and believe we have a responsibility to use our platform to create a safe environment for all members of our community to come together and to champion creative voices from all backgrounds.

We are committed to long-lasting and meaningful change, and always willing to re-examine and challenge our practices and ways of thinking in order to develop creative programmes, practices and policies that support, foster and develop a culture of equality and inclusion both on and off our stages.

We are actively engaged in becoming a more open organisation by creating opportunities for transparent and safe discussions amongst our peers and colleagues and by using our platforms to amplify marginalized voices.

We particularly recognise the under-representation in our workforce of people from the Trans community, people with disabilities as well as Black, Asian and global majority people. We are also mindful that fair access to working in the arts remains one of the most urgent issues facing our sector today, with those from lower socio-economic backgrounds still vastly underrepresented amongst the artists and employees of UK theatres.

We are committed to addressing this under-representation and welcome applicants from these backgrounds, identities and experiences.

SUSTAINABILITY

As the largest arts organisation in the region, we are aware of our role in trying to minimise our impact on the environment and the importance of championing/ influencing change. We recognise the need to embed environmental awareness across all our departments to ensure we can continue to work for generations of artists/performers and audiences to come.

We have worked closely with creative environmental charity Julie's Bicycle to develop and implement a carbon and energy reduction programme across our three venues.

Since recording our data in 08/09 we have reduced our carbon footprint by over 70% in some areas:

- 76% energy per performance
- 79% of waste is now recycled and doesn't go to landfill
- 50% reduction in gas and electricity use over the last two years
- Reduction in our water usage

WHY JOIN OUR TEAM?

You can

- Support us to make a huge difference to the lives of people within our community through the work we do on and off our stages.
- Work in a creative environment that is a key part of our city, county and regional cultural offer.
- Be part of our fantastic culture with people who are incredibly skilled, experienced and passionate about what they do.

Benefits, Flexibility & Wellbeing

Here are the things that we offer to our people:

Learning culture

- Ongoing training and development support both internally and externally.
- Professional membership subscription support.
- Genuinely inclusive culture which embraces open two way communication through various forms such as;
 - Forums
 - Steering Groups
 - Regular feedback surveys and 'Pulse Checks'
 - Regular organisational updates
- Opportunity for internal job shadowing.
- Internal & External Coaching and Mentoring Support.

Health & Wellbeing

- Focus on ensuring all our people are able to enjoy a healthy work / life balance supported by our health and wellbeing offering
- Subsidised wellbeing events and activities throughout the year
- Access to an Employee Assistance Programme
- Corporate Gym Discounts

Theatre Perks

- Access to complementary show tickets across all three of our stages
- Discounted show tickets
- Generous discounts in our bars and restaurants

Not forgetting

- Enhanced Employer Pension Contributions
- Flexible working
- Enhanced holiday allowances which increase with length of service
- Eye care vouchers
- And of course, free tea & coffee.

THE ROLE

Directorate Reporting to Reports	Creative Programmes Creative Programmes Director Programming Manager & Producer Artist Development Coordinator Creative Digital Producer
Hours	40 hours per week (hours are worked to meet the requirements of the role and some evening and weekend work will be required)
Salary	£40-45k per annum

The Head of Programming and Producing supports the ongoing development and delivery of the organisation's multi-artform Artistic Strategy. The role works to provide joined-up management of all programming and in-house productions and co-productions across our three stages at Norwich Theatre Royal, Norwich Playhouse and Stage Two as well as through our Digital Stage and other outlets. The Head of Programming and Producing is the go-to person within the organisation in terms of the planning of our stage-based programmes and leads on the diarising of both presented and produced work, ensuring good communication of this programme across the internal stakeholders who also support its delivery. The post holder also plays an important role in terms of holding a wide network of contacts with producers and promoters and will, from time to time, act as production lead for Norwich Theatre's own producing projects.

Main Purpose of the Role

- Support the Creative Programmes Director in delivering a balanced and commercially sustainable theatre programme for our three stages that continue to define the Theatre brand, address the Theatre's mission and objectives, and that clearly define the Theatre's place in the cultural landscape locally, nationally, and globally.
- Work with the Chief Executive & Creative Director and the Creative Programmes Director on the long-term planning of all produced and visiting work, securing co-producing partners where appropriate.
- Provide leadership for the organisation's artist development and creative digital programmes.

KEY RESPONSIBILITIES

Presented Touring Productions

- To lead on programming clearly defined strands of presented artistic work, proposing and sourcing events and productions for agreement by the Creative Programmes Director and in accordance with the theatre's artistic and audience development strategy.
- Actively cultivate strong relationships with a broad range of producers and promoters, managing the daily dialogue and contacts.
- Negotiate deals to secure the best commercial outcomes for Norwich Theatre.
- Manage and oversee the administration of all contractual agreements and obligations in relation to the presented programme.
- Ensure all visiting work is to the highest possible standards.

Norwich Theatre Productions & Co-Productions

- To support the Creative Programmes Director with the production of own-produced in-house work including tours and pantomime, including artist and agents liaison, administration, contracting and welfare of artists and creatives, booking of rehearsal spaces, working to and preparing agreed show budgets and schedules, keeping apprised of all industry standard contractual obligations.
- Support the development of opportunities for co-producing and producing with identified producing partnerships, in line with the artistic strategy, to the highest artistic standards while ensuring delivery within the parameters and budgets set.
- Take responsibility for overseeing commissioning new work and manage the appointment of creative teams, casts and artists.
- Think broadly and strategically about content development, producing programs with the potential for live presentation as well as distribution across the full range of broadcast and digital platforms.
- Oversee rights and deal negotiations across produced work including negotiating artist and partner relationships and contractual agreements.
- Actively cultivate strong relationships with a broad range of artists and companies.
- Ensure all produced work is delivered to the highest possible standards, on time and within budget.
- To contribute regularly to funding bids to support new projects, writing reports and evaluations as required.

Internal Liaison & Collaboration

- Contribute to the management and ongoing development of YesPlan, our shared event management and programming system.
- Collaborate with the Head of Sales and Audiences to set targets for produced and visiting work, using customer insight and data, and ensure integrated working between artistic and communications/box office teams.
- Collaborate with colleagues from across the organisation to devise and develop audience initiatives to build and sustain first-time attendance and increase the diversity of our audiences.
- Be the main point of contact for marketing and design teams in relation to the on-sales and promotion of the theatres programmes.
- Collaborate with the Head of Creative Engagement to integrate Creative Engagement Programmes with produced and visiting work, seeking opportunities to support the theatre's objectives for audience engagement wherever possible.
- Liaise with Technical teams, in terms of the delivery of producing and co-producing projects, and in terms of information sharing on presented programmes.

Collaboration and Communication

- Support colleagues in developing services which meet the organisation's aims in regards to audience engagement and development.
- Proactively contribute to a culture of collaboration and partnership with other departments within the organisation, and with external partners to support innovation, excellence and reach.
- Maintain good relationships and communication with all team members across all areas within the organisation
- Represent the organisation externally through networking and events as required
- Establish and develop working relationships with individuals, organisations and groups to support the delivery of such programmes including partnerships with professionals from other organisations.

Financial

- Help establish and manage the overall Programming budget, including both expenditure and earned revenue goals, making sure that the best financial deals are in place to support our commercial viability.
- Set and monitor all budgets for the Producing and Programming ensuring organisational processes and controls are adhered to and accurate financial information is delivered to the finance department in a timely manner.
- Produce final project reports and program evaluations.
- Support the claiming of Theatre Tax Relief.

Leadership and Management

- Oversee the day-to-day management of the Producing and Programming team, ensuring all areas of the department are staffed and resourced to a consistently high standard.
- From time to time line-manage freelance Production Managers ensuring all projects are delivered in line with company policies and within budget.

Organisational Wide Responsibilities

- To demonstrate and promote our core values;
 - "To inspire a sense of the magic of theatre" to both your colleagues and anyone who visits us to see our performances, take part in our activities or spend time in our buildings.
 - To support and contribute to our commitment to provide brilliant experiences. This underpins everything we do and shapes how we work as a team, the partners with whom we work and the way in which we welcome our visitors.
- To maximise the opportunities for inclusion throughout the theatre's activities
- To actively support the theatre's ambitions to reduce its impact on the environment
- To comply with all theatre policies including Safeguarding, Equal Opportunities, Health and Safety, ICT, Data Security and Protection
- To undergo any training necessary to fulfil the duties of this role and to develop its contribution to the organisation.

This description is not exhaustive & may change to meet the needs of the business as the strategic vision for the department & organisation evolves. The post holder may be required to perform duties outside of this as operationally required, but within reasonable scope of this role at the request of the relevant manager or director.

Please note that due to the nature of this post the successful candidate will require a current DBS check.

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge	<ul style="list-style-type: none"> Excellent knowledge of theatre in the UK, including subsidized and commercial touring companies on the mid and large scale, and presenting and touring venues across the UK. Knowledge of other art forms (eg dance, spoken word, circus, classical music and comedy) Excellent network of contacts in UK theatre Experience in programming visiting work for both commercial, mid-scale and small-scale. Substantial experience of theatre practices, drafting and negotiating contracts and agreements, day to day management of productions, touring logistics, financial administration, budgeting Experience in initiating, managing and sustaining effective relationships with a diverse range of organisations and individuals At least three years' experience as a theatre programmer or equivalent. At least 2 years producing experience in the theatre industry 	<ul style="list-style-type: none"> Experience of creative engagement within theatres Experience of digital theatre programming Experience of working directly with creative teams and facilitating artistic processes
Attributes	<ul style="list-style-type: none"> Passionate about all forms of performance Ambitious and creative Innovative Personable Organised Excellent communicator Calm under pressure 	
Skills	<ul style="list-style-type: none"> Strong commercial and financial understanding Can deliver multiple tasks at the same time and to tight deadlines Ability to solve problems and make effective decisions accordingly 	<ul style="list-style-type: none"> Ability to manage budgets and present information
Qualifications		<ul style="list-style-type: none"> Relevant leadership or management qualifications

FURTHER INFORMATION

Please visit our website norwichtheatre.org for further information and where to find each of our venues.

If you would like to arrange an informal and confidential discussion about the role, please contact applications@norwichtheatre.org

Data Protection

All applications will be processed in accordance with General Data Protection Regulations (GDPR). All applications will be held for a period of six months for the purposes of consideration for future roles, after which point they will be securely destroyed. If you do not wish for your application to be held for this duration then please notify us by emailing; hr@theatreroyalnorwich.co.uk

Equal Opportunities

We seek to employ the most skilled candidate for every job and will treat all employees and job applicants equally throughout the selection process. All employees or potential employees will receive support if needed and adjustments made, and will be considered on the basis of their merits and suitability for the post measured against the job description and person specification.

How to apply

To apply for this position, please provide the following two pieces of information:

- A comprehensive CV and details of two referees;
- A covering letter or supporting statement, explaining how you believe your skills and experience match the requirements of the role, directly addressing the criteria as outlined in the Job description & Person Specification.

Applications should be submitted electronically to applications@norwichtheatre.org

