

Producer

3 days per week; fixed term for one year

May 2018

Dear Applicant,

Thank you for your interest in working with New Perspectives in this exciting new role as Producer.

New Perspectives is the leading touring theatre company in the East Midlands region. Based in our Nottingham offices, we make dynamic, surprising and challenging new theatre across a range of scales and styles. Our highly original and distinctly international programme of work encompasses new writing, adaptations, innovative revivals, family work, live art and participatory work with communities. Our productions can appear in every kind of space, from rural village halls and arts centres to major national theatres, festivals and Off-Broadway (New York).

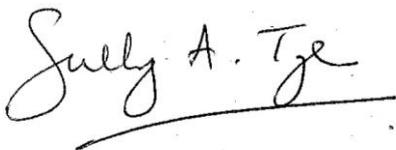
As a National Portfolio Organisation, we are at a pivotal stage in our development as we embark on an increasingly ambitious programme of work; touring significant premieres with major partners, reaching new audiences and engaging deeply with communities. Forthcoming highlights include the world premiere of Booker-nominated Nigerian novel *The Fishermen* in association with HOME, Manchester, a major rural co-production with Pentabus and the stage premiere of the smash Indian film, *The Lunchbox*. The Producer role has been created in order to:

- Support the delivery of tours and new theatre at an increasingly ambitious level
- Increase our reach, impact and understanding of audiences across the country
- Strengthen our capacity for fundraising and earned income

We are looking for someone with a track record in producing who has a passion for new theatre that takes risks and breaks down cultural and social barriers. By joining our small, friendly and busy team, you will have the opportunity to make a real impact on our crucial next steps as a company whilst gaining valuable contacts throughout the country. To apply for this position, please download and complete the application form from www.newperspectives.co.uk. Please describe how you will apply your knowledge, experience, skills and qualities to fulfil the main tasks and responsibilities of the post, referencing the person specification. Please be advised that CVs are not accepted as a method of application.

The closing date for receipt of your application form is **Friday 1 June at 5.30pm**. Please email a covering letter outlining your suitability for the position together with your completed application to sally@newperspectives.co.uk or post to Sally Anne Tye, New Perspectives Theatre Company, Park Lane Business Centre, Park Lane, Basford, Nottingham NG6 0DW. Interviews will take place at our home base on **Friday 8 June**. If you would like to have an informal conversation about the role, please email Artistic Director Jack McNamara on jack@newperspectives.co.uk to arrange a time in advance.

Yours faithfully,



Sally Anne Tye
Executive Director

We are currently seeking a

Producer

3 days per week; fixed term for one year

Reporting to: Artistic Director and Executive Director

New Perspectives is looking for someone passionate and highly motivated, with a strong track record in producing, engaging audiences and raising funds. The successful candidate will have a range of contacts across the arts industry and a strong sense of how to maximise the impact of our ambitious programme of work across different scales and widen our audience reach.

KEY RESPONSIBILITIES

Job Purpose: To promote and support the work of New Perspectives by producing our tours and developing our audiences and income streams.

Main Tasks

Touring

To provide producing support for productions and projects:

- Take an active role in securing new artistic partners and co-producers, including visiting venues and organisations to secure interest
- Assist with tour booking including developing venue relationships, securing tour dates against targets and demonstrating excellent tour management skills in collaboration with the Executive Director
- Assist in seeking opportunities to further profile and exploit existing productions, including securing transfers
- Work closely with the production team and Technical Stage Manager on all production related aspects of a show or project to ensure high quality delivery and effective use of resources
- Line manage our project work in specific communities

Marketing and Audience Engagement

To maximise our profile and audience engagement:

- Develop an overarching marketing strategy ensuring coherent messaging, maximising opportunities for promotion of New Perspectives and opportunities for PR in collaboration with the Artistic and Executive Director
- Develop assets to support tour booking and partnership building for both touring and project activity
- Work with the Communications Assistant to develop communication ideas at an early stage for each production and activity, from scheduling rehearsal footage for trailers to developing concepts for promoting shows to engage audiences in each production
- Coordinate production of marketing and press packs, e-flyers, print and digital content for productions and project activity

- Liaise with venues, rural promoters and project partners as required to discuss and agree marketing and PR campaigns, monitor ticket sales, gain intelligence and knowledge of regional audiences and gather evidence to actively contribute to the evaluation strategies of each production/project

Fundraising

To support the development and delivery our fundraising campaigns:

- Review the current/potential donor base and implement a plan to achieve the annual targets agreed for all areas of individual giving
- Generate corporate leads and identify potential major donors and stakeholders to maximise opportunities for raising funds and partnership working
- Explore and test new methods for donor recruitment and increasing donations, producing strong and compelling fundraising materials for a wide range of media
- Ensure a stewardship programme is in place to plan donor progression up the giving ladder and measure the effectiveness and return on investment of approach
- Research and generate leads for corporate events and major donors

Other Duties

- To maximise income and minimise expenditure wherever possible, without jeopardising the quality of the work or the reputation of New Perspectives
- To adhere to, and actively contribute to, New Perspectives policies, including Equalities (diversity, access, and equal opportunities) Environmental and Health & Safety
- To act in the best interest of New Perspectives
- To perform any other reasonable tasks as requested

Terms and conditions

- 3 days per week part-time/fixed term for one year
- £25,000 pro rata 3 days per week (or equivalent according to work/touring schedules)
- 28 days holiday pro rata
- Probationary period 6 months; notice period 8 weeks once probationary period is completed
- Auto enrolment into New Perspectives' NEST Workplace Pension Scheme

Producer

Person Specification

Essential

- A track record of tour booking and management
- Experience of delivering successful fundraising campaigns
- Effective and imaginative marketing and audience development experience
- A strong understanding of the arts sector
- A commitment to diversity and regional audiences
- Experience in managing project budgets
- A confident networker with strong written and spoken communication skills
- Good negotiation skills
- Excellent IT skills
- A highly organised and rigorous approach to time management
- Flexibility to work evenings and weekends
- The ability to work under pressure
- The ability to act as an advocate for New Perspectives

Desirable

- Driver with access to a car
- A wide range of contacts and networks across the arts industry
- Experience of working internationally
- An understanding of the rural experience

Whilst our main base is at our Nottingham office it is anticipated the post holder will work away on tour for periods, when accommodation and/or expenses will be made in line with company policy. We encourage applications from a range of different backgrounds with different experiences, skills and stories to help influence and develop our working practice.

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New Perspectives is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.