

VACANCY AT WATFORD PALACE THEATRE

Thank you for your interest in the **IMAGINE FESTIVALS PROJECT MANAGER** vacancy at Watford Palace Theatre.

On the Watford Place Theatre online recruitment page you will find:

- The Job Description
- Our staff structure
- An application form
- Our Equal Opportunities Monitoring Form

The specific details of the vacancy you are applying for are:

Job Title: **Imagine Festivals Project Manager**

Application Deadline: **5pm on Thursday 21st July 2016**

First Interviews Date: **Monday 25th July 2016**

Second Interviews Date: **Thursday 28th July 2016**

How to apply electronically or by post:

Please complete a Watford Palace Theatre application form and send it to:

Samantha Ford
Administrator and PA to the Executive Team

Watford Palace Theatre
20 Clarendon Road, Watford, WD17 1JZ
Email: admin@watfordpalacetheatre.co.uk

You can download a copy of our application form from www.watfordpalacetheatre.co.uk or can request a copy by telephoning our recruitment line on 01923 810314.

If you require further information or would like to discuss the post in more detail, please contact Jamie Arden, Executive Director at jamiea@watfordpalacetheatre.co.uk

We look forward to receiving your application and thank you for your interest in Watford Palace Theatre.

WATFORD PALACE THEATRE

JOB DESCRIPTION

Post: IMAGINE FESTIVALS PROJECT MANAGER

Reporting to: EXECUTIVE DIRECTOR

Working with: Producer, Head of Production, Head of Finance, Head of Participation, Freelance festival staff, Festival steering committee, Luton cultural organisations/artists and Luton Investment Programme strategic group.

Watford Palace Theatre

Watford Palace Theatre is a 21st Century producing theatre which works across the art forms of theatre, dance, comedy and outdoor arts.

Watford Palace is a beautiful Edwardian 600-seat Theatre. The organisation receives core revenue funding from Arts Council England as one of their key National Portfolio Organisations within the region and is the premiere producing Theatre in Hertfordshire. The organisation also receives strong partnership support from Watford Borough Council, with whom it has a successful working relationship delivering cultural opportunities for all.

The venue produces high quality theatre productions and co-productions both in Watford and at partner venues further afield, with an emphasis on new work, cultural diversity, as well as reworked classics. Each season consists of a combination of in-house productions and co-productions, visiting productions and a range of one-off presentations of world class comedy and dance to attract the widest possible audiences. Seasons also include a range of films and 'live' and 'as live' broadcasts from the Royal National Theatre through to the Royal Opera House.

The Theatre is at the heart of Watford's community and offers a variety of participatory activities including Youth Theatre, a range of cultural celebrations, large scale community productions and workshops for young people and adults, as well as playing a leadership role in the cultural life of the town and the wider region.

The building is also home to two resident/associate companies, Rifco Arts and Tiata Fahodzi and a series of Creative Associates including writers Timberlake Wertenbaker, Gary Owen and Charlotte Keatley as well as Movement Directors Shona Morris and Kate Flatt.

Imagine Festivals

Imagine Festivals comprises the two sister festivals *Imagine Luton* and *Imagine Watford*.

***Imagine Luton* and *Imagine Watford* create extraordinary moments of artistic outdoor excellence - outside traditional cultural buildings and feeding an effervescent creative spirit within the democracy of the streets.**

These two festivals are celebratory, high impact cultural outdoor arts festivals that showcase excellence in the outdoors.

The Imagine Festivals offer a large scale programme celebrating the best outdoor and site specific artistic work (locally, nationally and internationally). Imagine Festivals are diverse, collaborative

and democratic in spirit, two festivals that inspire and support a new generation of outdoor performance artist, right in the heart of Bedfordshire and Hertfordshire.

Imagine Festivals are ambitious and wondrous - bringing international artists and regional artists together in open, inclusive and generous outdoor playgrounds centred in the public realm of the town centres. The performances are free to the all, encouraging audiences to engage with the artistic work from within the region and attracting audiences from outside the region to.

Supported by Arts Council England, Luton Borough Council and Watford Borough Council, as well as other regional partnerships, the annual festivals – ***Imagine Luton*** and ***Imagine Watford*** - will celebrate Luton and Watford as cultural destinations, investing in the cultural richness of these vibrant, diverse and thriving towns.

Main purpose and scope of the post

The Imagine Festivals Project Manager delivers and manages the delivery strategy for the Imagine Festivals – comprising Imagine Luton and Imagine Watford Outdoor Festivals - delivering a dual programme of world class local, national and international performance.

- ***Imagine Watford*** has been delivered successfully over the past six years and has become a major outdoor festival for the local community and the wider outdoor arts sector. The festival reaches around 75,000 - 80,000 people each year.
- ***Imagine Luton*** will be a brand new cultural outdoor festival delivered in Luton from 2017 onwards under the Luton Investment Programme from Arts Council England.

Based mainly in Luton, the post holder will lead a programme of activities that reaches all cultural communities within Luton and work closely with other management team colleagues at Watford Palace Theatre and local partners to support the development of the festival in Watford too.

The roles primary aim is to embed the festival programme at the heart of both these communities and organisations within those communities – strengthening the cultural life of both these neighbouring towns. The postholder will uphold the Palace Theatre’s principles of equality, diversity and inclusion and ensure these principals are reflected in every area of their work.

Principal Duties

1. Strategy, Outdoor Arts Operations and Programming

- 1.1 To provide inspirational leadership and project management delivery for the Imagine Festivals (Imagine Luton and Imagine Watford), supporting the work of internal colleagues and regional partners, emerging and established artists, and community participants.
- 1.2 To support the programme and support the delivery of the annual Imagine Festivals, ensuring a high quality and dynamic programme is available to all, within the diverse communities of Luton and Watford. The programme will be in keeping with the aims and ambitions outlined in the 2017 - 2018 Imagine Festivals Business Plan, and ensuring the broader aims of Imagine Festivals are encapsulated and celebrated.
- 1.3 The Imagine Festivals Project Manager will help the Producing team identify work of the highest

artistic quality from regional artists, UK based artists and organisations/outdoor arts companies throughout the world, to help develop Imagine Festivals profile as one of the leading international Outdoor Arts Festivals in the UK.

- 1.4 Work with the Executive Director and the rest of the team to ensure that the broader aims of Imagine Festivals programme are delivered and ensure that they compliment the other cultural activities and opportunities within the communities of Luton and Watford.
- 1.5 Work with the Executive Director, Head of Production and the rest of the WPT team to deliver the festivals operationally - maintaining and developing the highest standards of technical production, delivery and performance that the Imagine Festivals have achieved to date.
- 1.6 Ensure all contractual arrangements with artists are in line with current industry practice.
- 1.7 Work with the Safety Advisory Group, Police, Planning agencies and Highways, as well as other local authority departments, to ensure the public security, safety and specific Health & Safety event planning and standards are upheld at all stages within the planning and delivery of the festivals.
- 1.8 Facilitate and contribute to local festival steering group meetings, Luton Investment Partnership Delivery Meetings, local partner/artist meetings, local cultural event planning groups, Luton and Watford Business Improvement District meetings, local training or networking activities and longer-term strategic planning groups.
- 1.9 Embed the aims of the Imagine Luton festival in the long term life of the town. Identify appropriate lead artists and local organisation partnership involvement in Luton to develop the festivals aims, ambitions and legacy.
- 1.10 Wherever practical to ensure the community (participants and audiences) are consulted and involved in the design, planning and delivery of the festivals.
- 1.11 Work with the Executive Director and Producer (as well as local partner organisations) to ensure that Imagine Festivals continue to invest in and commission developing artists and practitioners in Bedfordshire and Hertfordshire, to grow the ambition of outdoor work on a local level.
- 1.12 Work with national partners, including Greenwich and Docklands International Festival, Latitude Festivals and Lyric Hammersmith to commission progressive outdoor work on a national basis. This involves identifying and nurturing companies that are making progressive work and nurturing that growth through offering support and a showcase for their work at both Imagine Festivals.
- 1.13 The Project Manager to keep abreast of the latest developments within the outdoor arts sector and ensure that we continue to be a part of the UK Outdoor Theatre dialogue on best practice.
- 1.14 Undertake any necessary recruitment, induction and staff reviews for the Imagine Festivals team. This includes identifying the relevant staff development needs of staff and ensuring that these are met. Also ensuring that the correct and safe working practices by festival staff and freelancers, ensuring the welfare of all staff and participants in line with WPT's Health and Safety Policy and representing the Imagine festival team at regular Health and Safety meetings.
- 1.15 To lead on the recruitment and management of all festival volunteers.

2. Financial

- 2.1 Work within budget targets set out with Executive Director for the Imagine Festivals programme.
- 2.2 Work with the Executive Director, Producer, Head of Production and Head of Finance, to agree and monitor relevant Festival related budgets.
- 2.3 In collaboration with the Executive Director, identify and secure appropriate sources of funding and/or sponsorship nationally and internationally to support and develop the Imagine festivals.
- 2.4 Work with the Producer to lead negotiations of fees, terms and conditions leading to contract for all Artists and practitioners engaged in festivals.
- 2.5 To work with the Development Manager to identify and write creative and persuasive copy for funding proposals, specific to supporting outdoor arts.
- 2.6 To ensure any relevant funding agreements are delivered and timely meetings and reports are held written and communicated with funders and stakeholders.
- 2.7 To approve and sign off all festival expenditure and manage festival financial commitments to ensure income and expenditure targets are met and accurate accounts are kept.

3. Communication and Marketing

- 3.1 To work alongside the WPT Communication Director and Marketing teams from all the partnerships involved to maintain and increase the profile of Imagine Luton and Imagine Watford both regionally, nationally and internationally.
- 3.2 Collaborate with the Communications Director and local Communications Working Groups to develop the profile of the Imagine Festivals brand in Bedfordshire and Hertfordshire, to extend its impact within a broader communication and cultural strategies and economic growth of the towns of Luton and Watford within the region.
- 3.3 Work with the WPT Marketing team and Communications Director in the content generation of all Imagine Festivals specific marketing materials, social media, website, press and PR and all related media communications
- 3.4 To be an ambassador locally within Luton especially, to ensure the new Imagine Luton festival becomes embedded in the cultural life of the town.
- 3.5 Support the Executive Director and Producer to continue to represent Watford Palace Theatre on various sector platforms in the National outdoor arts sector landscape.

4. Diversity

- 4.1 Oversee the development and delivery of audience and artist engagement that represents the diversity of both Luton and Watford in the work of both the festivals.
- 4.2 Work closely with resident theatre companies Rifco Arts and Tiata Fahodzi on developing and delivering projects relating to cultural diversity and emerging diverse artists in the outdoor sector.

- 4.3 Ensure a continued aim to develop and support BAME artists to have ambition to work within the outdoor performance sector is upheld. Provide support and opportunity to showcase their work to be developed through the Imagine Festivals programme.

5. Advocacy & Partnerships

- 5.1 Maintain key partnerships and collaborations with Luton Culture, University of Bedfordshire, Luton Borough Council, Arts Council England and Hertfordshire and Bedfordshire County Councils as well as a range of different institutions, cultural venues or diverse community groups as appropriate – to support objectives within the business plans for the Imagine Festivals.
- 5.2 To ensure that Watford Palace Theatre develops strong, long term and productive relationships with local educational partners - schools, colleges, universities and other agencies - to ensure a broad reach of the impact of the festivals for the new generation of cultural consumers and participants.
- 5.3 To ensure that Watford Palace Theatre develops strong and productive relationships with young people to ensure their voice and ideas are central to the development of the festivals.

6. Safeguarding

- 6.1 Take responsibility for ensuring that WPT's policies and procedures on safeguarding children and vulnerable adults in an outdoor events or festivals context are up to date and in line with current legislation.
- 6.2 Act as the lead officer - Designated Safeguarding Children Officer (DSCO) - for all issues around safeguarding children, young people and vulnerable adults during the festival programme. Take responsibility for training appropriate staff in safeguarding children and vulnerable adults practice.
- 6.3 Take responsibility for ensuring that all appropriate permanent and freelance staff hold current DBS checks and know WPT's procedures on reporting a disclosure.
- 6.4 To ensure all partners and Watford Palace Theatre staff are implementing agreed policy guidelines.

7. Quantitative and qualitative evaluation

- 7.1 Provide the management of evaluation reports as required, to Watford Palace Theatre and their Stake holders including an outdoor festival update reports to coincide with board meetings
- 7.2 Develop with partner evaluators and peers best practice for the evaluation of outdoor arts festivals and ensure that the impact of Watford Palace Theatre's work outdoors is measured at the highest standard. This includes the implementation of robust and creative qualitative evaluation processes.
- 7.3 To ensure that Watford Palace Theatre maintains accurate quantitative statistics for all its work outdoors and liaise with external evaluation partners so the successful impact of the festivals can be reported to funders and key stakeholders.

8. General

- 8.1 Ensure that WPT policies and corporate styles are observed in every area of the festivals team's work.

- 8.2 To regularly attend where possible all Watford Palace Theatre shows and events and local cultural partner venues events - including press nights and fundraising/cultivation events.
- 8.3 To represent Watford Palace Theatre at internal and external meetings, as required.
- 8.6 To keep abreast of developments in contemporary theatre practice.
- 8.7 To undertake any other duties as agreed with the Executive Director as is appropriate to the post.

PERSON SPECIFICATION

Watford Palace Theatre comprises a team of highly skilled and committed people. All staff members are expected to contribute as appropriate to the Company's success and engage in the life of the Company and the building.

Essential skills needed for the role

- Experience of event management or programming of a festival within a similar context
- Experience of working in a management role within an arts or cultural institution with proven strategic thinking.
- A strong understanding of culturally diverse communities
- A clear understanding of the role of outdoor arts within the sector.
- Viewing work and selecting with a critical eye in relation to audience development and creating a cohesive and diverse programme.
- A proven track record of delivery of artistic projects of quality and excellence
- Effective management and development of stakeholder relationships, and an understanding of the needs of successful partnership working.
- Financial planning and management
- A track record in fundraising
- Dealing with the media and experience of marketing campaigns in a variety of settings
- Excellent communication skills, both written and spoken
- Proven skills in budget setting and monitoring
- Ability to prioritise and work to strict deadlines
- A high standard of organisation and efficiency
- Creative thinker with an entrepreneurial, practical 'can do' attitude
- Strong team player
- A genuine interest and enthusiasm for theatre and for the work of the Palace
- Flexibility to work evenings and weekends when required

TERMS OF EMPLOYMENT

- **Salary:** £26,000 - £28,000 per annum depending upon experience
- **Period of contract:** Permanent, including a three month probationary period during which time the notice period required by either party is two weeks.
- **Notice Period:** Subsequent to satisfactory review, the notice period is increased to 2 months.
- **Holiday:** 21 days per annum plus bank holidays (increasing to 25 days pro rata after 5 years of continual service)

- **Hours:** 40 hours per week. The post holder will be required to work evenings and weekends (an informal TOIL system operates).
- **DBS:** the post will be offered subject to a satisfactory Enhanced DBS Disclosure.

Tickets: All WPT Staff are entitled to complimentary tickets for some productions taking place at the Palace Theatre. If appointed please see the staff handbook for the latest details.