

## Job Description

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| <b>Engagement Producer</b> | Attic Theatre Company   |
| Remuneration:              | £5000 freelance 'buy out' fee   |
| Location:                  | Mitcham and across South London   |
| Time commitment:           | This is a freelance role based around a guide of 2 days/16 hours per week. 6 months fixed term. |
| Reporting to               | Artistic Director and General Manager   |

### Background

Attic is a small-scale theatre company. We produce shows, workshops and creative events with the joint aim of making the creation and experience of live performance available to everyone. We work in a variety of contexts and are particularly interested in developing approaches of touring theatre to non-conventional spaces to reach new audiences. We are a small team of artistic director and general manager both working part time.

Our Mission statement:

We create new theatre projects with and for our audiences.

Our work has two strands:

- Work for: commissioning, introducing and producing exciting, world class theatre which speaks to our local audiences and the world beyond
- Work with: commissioning and running participation projects which nurture the creativity of ordinary people

### Activities

Attic runs a year-round community programme of activities for local people, particularly focused in the east of the borough. These include:

- Weekly singing workshops for over 55s
- Weekly dance workshops for over 55s
- Weekly drama workshops for young EAL students and refugees/asylum seekers
- Weekly creative workshops for disadvantaged young people
- Summer holiday workshops for disadvantaged young people

We also produce new theatre annually, working with writers to commission work that is both relevant and of interest to our audiences. These productions tour to community centres, parks and libraries as well as theatres and arts centres. Recent productions include:

- Fields Unsown by Catherine Harvey and Louise Monaghan (promenade production in Morden Hall Park)
- The Death of Ivan Ilyich by Leo Tolstoy, adapted by Stephen Sharkey (Merton Arts Space and library tour)
- The Rebellious Women of Wimbledon by Beth Flintoff (Merton Arts Space and tour)

For more information on the work of the company see [attictheatrecompany.com](http://attictheatrecompany.com)

### Purpose of the Job

The Engagement Producer will be responsible for spearheading our engagement with new audiences and community participants. They will lead on the engagement and stewarding of new audiences for our productions and community tours. They will maintain our existing creative activities,

building on our network of partners and acting as an ambassador for the company and develop and expand new initiatives from conception through to conclusion. Working closely with the Artistic Director and General Manager, they will identify opportunities and generate creative and practical responses to our strategic objective of reaching and developing new audiences and participants for both theatrical productions and community outreach activities.

### Principal responsibilities

#### Community Engagement

- To identify, reach out to and forge relationships with South London communities and community groups, understanding their needs and identifying opportunities for Attic to work with them, focusing particularly on our target groups of older people and disadvantaged young people.
- To deliver and help develop a new community touring strategy, training teams of community promoters to host our shows both locally in Merton and across South London.
- Devise new programmes and projects, in line with Attic's creative strategy, and plan, develop and deliver them.

#### Productions

- To work with the Artistic Director and General Manager to identify and engage with new audiences support the overall marketing plan, specifically, for our new production The Last Noël by Chris Bush.
- Working with the Artistic Director and General Manager to develop strategies for recruiting touring partners.
- To support the engagement and marketing strategy of our productions, to research and reach defined audiences effectively.

#### Fundraising

- To contribute to the fundraising process, taking a lead on applications for new community projects and identifying suitable funding opportunities.

#### Internal Relations

- To communicate clearly and effectively, reporting regularly on progress.
- To contribute to the smooth running of the company.

#### External Relations

- Act as an ambassador for the cause and the charity
- Maintain awareness of changes in key external influences
- Act as a spokesperson for the organisation when appropriate
- Represent the charity at external functions, meetings and events
- Facilitate change and address any potential conflict with external stakeholders

#### Additional information

The above list is indicative only and not exhaustive. The engagement producer will be expected to perform all such additional duties as are reasonably commensurate with the role.

Engagement Producer - Attic Theatre Company

Person Specification

- Demonstrate a strong and visible passion and commitment to the company, its strategic objectives and cause
- Demonstrable use of initiative in developing new projects and forging relationships with external organisations
- Exhibit strong inter-personal and relationship building abilities and be comfortable in an ambassadorial role.
- Demonstrate tact and diplomacy, with the ability to listen and engage effectively
- Strong networking capabilities that can be utilised for the benefit of the company
- Positive and solution orientated.

#### Experience

- Experience of delivering artistic work in partnership with external organisations.
- Successful track record of achievement in artistic and/or community work.
- Experience of delivering excellence in both artist led and community led work.
- Experience of developing and delivering training.

#### Knowledge and skills

- Broad knowledge and understanding of the sector and current issues affecting it
- Strong leadership skills, ability to motivate staff and volunteers and bring people together