



Producers of



## Activate Performing Arts

### Producing, Promoting and Developing Outdoor Arts, Dance and Theatre across Dorset, Bournemouth and Poole

**Projects and Promotions Assistant (Weston Jerwood Creative Bursary) - F/T**  
£15,500, fixed term from August 2015 – start of August 2016

**\*\*DEADLINE EXTENDED\*\***

Activate is looking for an enthusiastic, energetic and passionate recent graduate to join our team as **Projects and Promotions Assistant**.

Working closest with our Inside Out Dorset Festival Producer, you will also work to support our team of Producers across a broad range of projects spanning dance, theatre, outdoor events including preparation for the exciting large scale outdoor Inside Out Dorset festival in September 2016. There may be the opportunity for you to secure further paid work on the festival itself after the end of the term, which finishes in August 2016.

You will gain a broad understanding and experience of arts administration within performing and outdoor arts across event management, producing, development and promotion.

**PLEASE NOTE – You need to have graduated since 2013 and meet strict eligibility criteria in order to apply – please see ‘Eligibility Criteria’ section below.**

### Job Description

**Job Title:** Projects & Promotions Assistant (Weston Jerwood Creative Bursary)

**Job Purpose:** To assist the Producer team’s work across a broad range of projects; our communications and promotion; and lead on the new Youth Advisory Panel.

**Reports to:** Inside Out Dorset Festival Producer, Activate

#### Main duties/outline:

- Provide project administrative assistance to the team of producers – including Inside Out Dorset, artist support programmes, outreach and community work.
- Lead on and project manage the new Youth Advisory Panel with support.
- Provide promotional support for the team – helping to create a full suite of digital tools for our range of target audiences. Understand the different audience profiles and help plan online and offline promotion.

### **Producer support**

- Update our artform network databases and send news/opportunities to them, as requested.
- Take notes at Producer meetings.
- Compile funding opportunities into a shared company database for monitoring deadlines.
- Research and share findings with the Producer team such as:
  - data for funding applications, local artists and companies
  - how we can 'green' our events
  - how we can make our events more accessible to people with disabilities/ other access requirements
- Research suppliers, obtain quotes, make bookings and buy supplies.
- Provide hands-on event support acting as a runner, setting up and taking down equipment.

### **Youth Advisory Panel**

- Recruit panel members from our existing youth groups.
- Lead on communication with the panel members – invitations to panel meetings.
- Organise panel 'go-see' trips.
- Pull together panel ideas/feedback and share with the Executive Director and Activate Board of Trustees.

### **Promotion**

- Learn about the different audience profiles and understand our audience development strategy.
- Assist with in house photography/video documentation for Activate events.
- Update website projects areas on behalf of Producers and enhance this with social media.
- Build our Activate monthly newsletter.
- Monitor and update Activate and Inside Out Dorset websites.
- Create Inside Out Dorset social media campaign and share this with our partners.
- Promote Inside Out Dorset via our partners' online platforms and via other online listings.
- Update contacts database – 'CiviCRM'.
- Research/ book advert space in print and window space in tourism information centres.
- Research groups and networks which fit in with our audience development strategy and help promote us to them.

### **Desirable Skills**

- competent with word processing, financial spreadsheets, photoshop and databases
- competent and interested in social media: Facebook, Twitter, Instagram

### **Essential personal qualities**

- organised and punctual
- passionate about contemporary performance
- outgoing and communicative
- good at thinking on your feet

- able to work independently
- interest in video and/or photography

### **Desirable personal qualities**

- good sense of humour
- interest and awareness of climate change/environmental issues

### **Other**

It would be beneficial for you have your own personal transport due to the rural nature of Dorset but this is not essential.

## **Terms of Employment**

<b>Post:</b>	Projects & Promotions Assistant
<b>Salary:</b>	£15,500
<b>Contract:</b>	Fixed term contract to start of August 2016.
<b>Hours of work:</b>	37 hours per week days to be agreed. Flexible working will be necessary with some evening and weekend work. Overtime will not be paid but time off in lieu for work in excess of the stated hours may be taken, with the agreement of the Manager.
<b>Holidays:</b>	23 days a year pro rata, plus public holidays. Holidays to be agreed with line manager in advance.
<b>Expenses:</b>	Expenses in carrying out the work will be reimbursed in line with the agreed project budget and will be agreed in advance of claim.
<b>Notice period:</b>	Notice is one month on either side during the probationary period and three months thereafter on either side.
<b>Location:</b>	Activate Office, Dorchester.
<b>Equal Opportunities:</b>	It is expected that the post holder will ensure that their work operates in accordance with the best equal opportunities and diversity practice, in line with the company policy along with all other Activate policies.

### **About Activate Performing Arts**

Our vision: Activate aims to lead in the presentation of outdoor, land based arts nationally and produce and present performing arts in partner venues indoors. Activate engages large audiences in outdoor arts and in its associated work with venues, promoters and community partners in participatory programmes. It supports the production of a diverse contemporary practice in performance across the county and South West region.

Activate is committed to increasing participation and engagement in theatre, dance and outdoor arts, specifically working with diverse communities. Activate is committed to challenging perceptions that the arts are elitist and champions arts for its inherent value and effect it has on our general well being.

Set up 23 years ago, Activate has developed into one of the region's key national portfolio organisations for Arts Council. It is highly respected having grown considerably over the last ten years, working in national and European partnerships. In 2012 Activate was at the centre of the Cultural Olympiad delivery programme in Dorset.

Activate produces and presents a diverse range of projects including the large scale biennial festival Inside Out Dorset, A Dance a Day, Portrait and The Remix.

Since 2005 Activate has produced the Inside Out Dorset biennial festival presenting high quality, large-scale, outdoor arts events to more than 100,000 people. Inside Out Dorset brings together incredible artistic work from regional, national and international artists and combines it with beautiful, inspiring locations across Dorset, Bournemouth and Poole. We aim to reach a wide demographic audience across the festival and most events are free or very subsidised.

As well as the festival, Inside Out Dorset has a year round Associate Programme. This works with schools and communities prior to the festival to increase the level of engagement of local people and widen our audience base. Our Associate Programme also supports professional development in the industry, offering talks, residencies and individual support to artists.

For detailed information on our other projects and activities mentioned above – please see our website: [www.activateperformingarts.org.uk](http://www.activateperformingarts.org.uk)

## **About Weston Jerwood Creative Bursaries**

The Weston Jerwood Creative Bursaries programme is a talent development initiative creating work and training opportunities for 40 outstanding new graduates in 40 arts organisations across the UK. It will identify gifted recent graduates who would otherwise not be in a financial position to work for free in order to get a foot on the competitive arts career ladder.

The Weston Jerwood Creative Bursaries programme is run by Jerwood Charitable Foundation with the support of Garfield Weston Foundation, Andrew Lloyd Webber Foundation and J Paul Getty Jnr Charitable Trust.

## **Eligibility Criteria**

Under the conditions of the Weston Bursary, you must be a recent graduate who:

- received a full maintenance grant during the full period of your course and be able to verify it with the necessary paperwork
- graduated since summer 2013, from a first degree (ie a BA or an NVQ 6, or MA if from a Scottish university) in the UK (if you are a 2015 graduate and you are selected, appointment will be confirmed or otherwise after your degree is awarded)
- achieved a 2:2 degree or above
- is a full-time resident in the UK

## **PLEASE NOTE:**

Please ensure you meet ALL these criteria before applying for this position. Click [here](#).

## **Application Procedure**

Please send an email to [info@activateperformingarts.org.uk](mailto:info@activateperformingarts.org.uk) including:

- 1) A copy of your CV
- 2) A letter (attached to your email) no more than 2 sides of A4 total) telling us about:
  - i) An example of you self-initiating an arts project or event – how did it go? Please use pictures or record yourself speaking if you prefer. (You can send a link to these files using Dropbox, Yousendit or Wetransfer).
  - ii) An example of marketing campaign in the commercial or non-for-profit sectors that you think was particularly well done and why.
  - iii) Why you want the job and what skills you have.
- 3) Complete Evaluation requirements as outlined below (including the code once you have completed it online)

## **Evaluation**

PLEASE NOTE:

The Weston Jerwood Creative Bursaries programme is conducting an evaluation. This involves applicants completing a brief and anonymous survey questionnaire, which will not be used in assessing your application. Survey results will be held by Jerwood Charitable Foundation and will not be shared with the organisation you have applied to. As part of your application for this programme, you must complete this survey, which can be found at the following link:

[www.surveymonkey.com/s/26Y3DJK](http://www.surveymonkey.com/s/26Y3DJK)

You will be given a code on completion of the survey – you will need to include this code with your application to be eligible for consideration. Please note that, as a condition of this placement, the successful candidate must agree to take part in an evaluation of the programme.

## **CHECKLIST**

In order to apply for this position please send the following items:

- A CV, your personal statement
- Your survey code - see 'Evaluation'
- Evidence that you meet the financial criteria under 'Eligibility Criteria'
- Evidence that you meet the academic criteria under 'Eligibility Criteria'

The post is offered as part of the Weston Jerwood Creative Bursaries Programme, aimed specifically at recent arts graduates whose circumstances mean they would not otherwise be in a position to develop their skills and CV through unpaid work experience.

**Closing date for applications:** (Extended to) Thursday 23<sup>rd</sup> July at midday

**Interviews to be held:** Thursday 30<sup>th</sup> July

**Ideal start date:** Mid August 2015

**Download full details from the Activate website on:**

<http://activateperformingarts.org.uk/opportunity/projects-and-promotions-assistant-weston-jerwood-creative-bursary>

Or contact Activate at 01305 260954 / email: [info@activateperformingarts.org.uk](mailto:info@activateperformingarts.org.uk)

Activate is an equal opportunities employer.

WESTON  
JERWOOD  
**CREATIVE  
BURSARIES**

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