

Creative Producer Job Pack

April 2022

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***Déda is a Creative Centre for Dance, Contemporary Circus and Outdoor Performance – Connecting locally, nationally, and internationally***

***Vision: To enrich people’s lives through dance and the arts***

19 Chapel Street Derby, DE1 3GU T: 01332 370911

Déda is looking to recruit an experienced Creative Producer to join our incredible team as we embark on a challenging programme of adaptation and development which seeks to create a comprehensive response to the challenges of presenting live performance-based work in our current post pandemic, and economically challenged environment.

How we succeed will define Déda’s re-emergence and our leading position as part of the Midlands Arts Sector as we embrace Arts Council England's Lets Create programme and Derby’s evolving cultural and economic redevelopment.

You will be someone knowledgeable in Dance, Performance, Circus and Outdoor site-specific work. Comfortable in helping define the programming vision, someone who can work as a member of a creative team of arts professionals involved in a broad and varied programme that is interconnected and collaborative.

#### Deadline for applications 25 July 2022 by 09:00

#### What Déda is

Déda is the Centre for Dance, Movement and Creativity situated on the northern edge of Derby’s Cultural / Cathedral Quarter. Formerly known as Derby Dance (the De and Da of each word forming the organisations’ new identity – Déda), the organisation has occupied the building on Chapel Street since 1998 and is currently an Arts Council England NPO (National Portfolio Organisation) receiving funding for a period of 4 years to enhance and develop its programmes in line with ACE objectives.

Originally consisting of two dance studios, a 124-seat theatre, café bar, offices and public facilities, the building has slowly developed over the years thanks to an extension into the leisure centre at the rear. This created an additional studio with aerial facilities and further office and meeting space.

While the building is an excellent resource for dance, movement, and aerial work, it also provides a community space for local artists to exhibit, local companies to rent space for business meetings and conferences, and local people to use the café and theatre for parties and other social events.

Déda is embarking on an exciting phase of redevelopment driven by a committed staff of friendly and creative individuals all working to enhance and improve Déda’s impact. We operate a hybrid working pattern of home and office working, for those that can, and embrace and support our staff with a comprehensive programme of wellbeing initiatives to help and support us.

The pandemic lockdowns, while difficult, allowed Déda to reassess and begin the process of reimagining the organisation. We now need to rebuild our audience base and welcome a diversity of new customers in line with Arts Council England’s recently launched Let’s Create 10-year programme. This programme steers us to be more community focused, more open, and diverse, better able to deliver a creative experience to everyone we engage with.

Déda seeks to establish itself as a popular social hub and community resource for both those interested in dance, movement, and creativity, and importantly, the wider community and city around us. To this end we have adopted the 15-minute city concept in our business plan – targeting everyone who lives within a 15-minute walk or cycle of the building as our primary community and customer base.

To reach out we have expanded our programme beyond the walls of the organisation creating projects such as *Altered Streets*, where we close off Chapel Street and run events throughout the spring and summer and Derby Festé, a yearly city-wide street festival held in September.

This in turn has brought about a plan to redevelop the downstairs Box Office and café bar to support our ambitions. The new layout will allow better access to the building at ground level – creating a separate entrance directly into a newly designed café bar, and small performance area with lighting rig. This will make the space function better and allow the smooth transition from day to evening for theatre events and classes. Looking further ahead we imagine a future where Chapel Street is pedestrianised, and we can place tables outside in the street directly from the café.

Our Box Office will move to the opposite side of the foyer and will become visible when entering the building for a more welcoming, relaxed, and accessible point of contact for everyone – whether they are involved in our programmes or not.

We are seeking an imaginative and ambitious Creative Producer who is comfortable with the pressure of programming our seasonal theatre programme alongside our outdoor and Festé programmes and can see the potential to grow our cultural offer in Derby and beyond. Someone who is a team player willing to work with other departments to create a vibrant and cross cutting artistic and commercial events theatre and outdoor programme that has the potential to grow over the next five years.

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Steve Slater

Director, Déda

## Post: **CREATIVE PRODUCER**

Hours: 30 hours per week

Salary: **26,300 per annum** (FTE £30,684)

Based at:            19 Chapel Street, Derby, DE1 3GU and occasional home-based

Responsible to: Director

Responsible for: Trainee Creative Producer, Technical Team, freelance artists, and interns

Key relationships: Internal: Senior Managers, Marketing Manager, Visitor Experiences Manager and the Café and Events Manager.

External: artists, participants, partners, funders, promotors, local authorities, venues, and consultants.

Principle Objectives

To develop and produce a diverse and accessible theatre programme of dance and circus practice, and a programme of outdoor work and performance that is inspiring, that engages audiences and artists and is relevant to the communities of Derby, Derbyshire and beyond. To be Déda’s champion in driving forward our strategies for accessibility, diversity and social justice and equity.

Key Responsibilities and Accountabilities

Lead on

* The programming and delivery of the theatre and outdoor Performance Programme in collaboration with the Director, which is financially viable and where the artistic programme is supported by the commercial theatre programme
* The programming and artist procurement of the annual outdoor festival Derby Festé
* Developing a talent development programme that responds to the needs of artists living and/or working in the East Midlands which supports their creative and business development and that ensures the co-creation processes with artists, individuals and communities is meaningful and embedded in the way we work
* Through programming ensure that there are opportunities for audiences from low engagement areas and other target audiences when required and connecting our programme with other regional, national, and international initiatives and programmes

Support:

* The development and delivery of the Creative Case for Diversity strategy through the development of diverse, accessible, and innovative programming of activity; embedding dance, physical theatre, and circus practice across all artistic programmes
* Ways to connect and develop activity across the programme, working closely with events and programmes developed with the Dance Development and Learning department.

Financial responsibilities

To contribute to:

* Funding applications for the programme as required
* Monitoring relationships and reporting progress with relevant fundraisers and stakeholders
* Income generation and work with the staff team to maximise earned income, donations, and sponsorship opportunities

### Income Generation

* Prepare and monitor annual programme budgets with the Director and Head of Finance
* Manage the programme budgets to ensure that expenditure is controlled and value for money sought
* Prepare and contribute to financial reports for funders as required

Communications and Advocacy

* Maintaining and developing strategic and programme partnerships, e.g., with local Derby based arts organisations, National Dance Network, Crying Out Loud, FABRIC, The National Centre for Circus Arts and Without Walls
* Work with the Head of Development to ensure effective marketing and PR for the artistic programme
* Champion Déda externally, helping to raise the organisation’s profile
* Advocate and speak for Déda at events and functions

## People

* Line manage the programming team, contract, freelance and volunteer staff as required
* Ensure that the team and contractors understand and apply the organisation’s ethos and policies in their approach to work
* Collaborate with staff to ensure a holistic view of programming and producing is taken across the artistic programme and the Creative Case for Diversity.
* To advise and support artists in writing and submitting funding applications as required

## Strategic Planning

* Contribute to Déda’s long term visioning and planning, including writing, reviewing, and implementing elements of the business strategy

Operations

* Issuing and managing artists’ contracts for the performance programmes
* Contribute to the:
  + Review and development of all company and programme policies, ensuring staff and artist compliance
  + Day-to-day operations of the organisation
* Use project management tools to ensure the smooth running of the programme
* Carry out all necessary administrative tasks

Other

* Carry out all duties with an understanding and commitment to equal opportunities, the Creative Case for Diversity strategy and environmental policies
* Attend staff Déda events as required
* Undertake any other related tasks required by the Director
* This role requires evening and weekend work – flexitime is applicable to this role

Person Specification

The ideal candidate will have successful Creative Producer experience in an arts environment, with a focus and expertise in at least one of the key areas identified in Déda’s ambitions and business plan.

ESSENTIAL CRITERIA

Skills/Competencies/Knowledge

* Educated to degree level standard or equivalent experience with evidence of ongoing Continued Professional Development.
* Comprehensive knowledge of the arts sector, ideally with experience of at least one of the following disciplines: dance, outdoor festival / site specific, contemporary circus
* Understanding the strategic principles of a strong Creative Case for Diversity, social justice, and equity
* Demonstrable project management and organisational skills.
* Strong digital and IT skills including a range of digital technologies and media platforms especially use within programme delivery and audience development
* Excellent event management skills, including a strong understanding of the principles and technical requirements of event production.
* High levels of creativity and innovation and a talent for finding and developing creative solutions.
* Ability to establish positive working relationships and networks with artists and an understanding of the environment they are working in
* Able to communicate clearly and confidently using a range of media and platforms and to listen.
* Ability to thrive in a busy, fast paced and change-driven environment.
* Knowledge and experience of responding to sector and policy developments
* Producing written reports for different purposes and presentations to a high standard.

Experience:

* Experience of programming and balancing a commercial theatre programme alongside an artistic theatre programme
* Extensive experience of managing a programme of projects, events and/or activities.
* Managing teams including performance management and coaching.
* Planning, delivering, and evaluating individual events.
* Writing successful fundraising applications to trusts and foundations to resource programmes of work and writing progress reports for funders
* Conducting risk assessments and coordinating budgets, financial systems, and processes effectively.

DESIRABLE CRITERIA

Experience

* Understanding of, and commitment to delivering an outstanding volunteer experience.
* Understanding of the Arts Council’s Let’s Create strategy
* Experience of Derby and East Midlands audiences and their specific needs
* Experience of working with volunteers, interns, and work experience students
* Managing relationships with artists in an advisory or support capacity
* Managing relationships with a variety of stakeholders including Board and/or decision-making committees, trusts and foundations, professional networks