

HEAD OF CULTURAL PROGRAMME

RECRUITMENT PACK





StumbleTrip
Credit: Lennef

Front cover image:
Access All Areas
MADHOUSE re:exit
Credit: Helen Murray

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ABOUT SHOREDITCH TOWN HALL

Shoreditch Town Hall is a vital, non-traditional arts, events and community space: a unique home for original and adventurous arts and artists from across the world and a flagship venue for Hackney. Housed in one of the grandest former civic buildings in the City, the Town Hall introduced an arts, community and engagement programme just four years ago following £2.3m of capital investment. With eight performance spaces ranging from 40 to 750 capacity, the building has become a vibrant home for unique and ambitious live performance and events, welcoming 70,000 people through its doors every year.

Our curated cultural programme has recently included work with **ANU & CoisCéim Dance Theatre, Barely Methodical Troupe, curious directive, Dance Umbrella, Jamie Lloyd, Kneehigh, LIFT, Manchester International Festival, Nigel Barrett & Louise Mari, Ockham's Razor, Scottee, Talawa Theatre Company, Theatre Re, ThisEgg** and **The Wardrobe Ensemble**, as well as one-off events with the likes of **Akala, Emily Atack, Matt Haig, Reggie Yates, Rose McGowan** and **Will Young**.

Recent event hire clients have included **Alexander McQueen, Amazon, Black Girl Fest, Cartier, Channel 4, Evening Standard, Fred Perry, Glug, Jazz FM, Monzo** and **Unicef**, as well as the filming of **Mangrove, The Death of Stalin, Florence Foster Jenkins** and **The Lady in the Van**.

Shoreditch Town Hall is a fully independent charitable trust (no. 1069617) and does not receive any regular or revenue funding.

www.shoreditchtownhall.com



Nigel Barrett & Louise Mari with Abigail Conway
Party Skills for the End of the World
Credit: Richard Gray @rugfoot;

KEY STATISTICS



Welcome **70,000 people** through our doors every year



Present and produce a year-round cultural programme of up to **40 productions** across **theatre, dance, music, comedy, circus, cinema** and **talks**



Deliver an artist development programme that **supports 50 artists** and commissions up to **8 new pieces of live performance** every year



Host **200 live events** per annum



Provide a leading location for film and television shoots



Collaborate with over **20 local partners** to deliver our community, learning and engagement programmes, providing nearly **5,000 hours of in-kind space** to community groups and artists every year



House **7 businesses** including the Michelin starred **The Clove Club** and **Time Based Arts**



Invested **£4.1m** in the preservation and development of our **Grade II listed building** since 2000

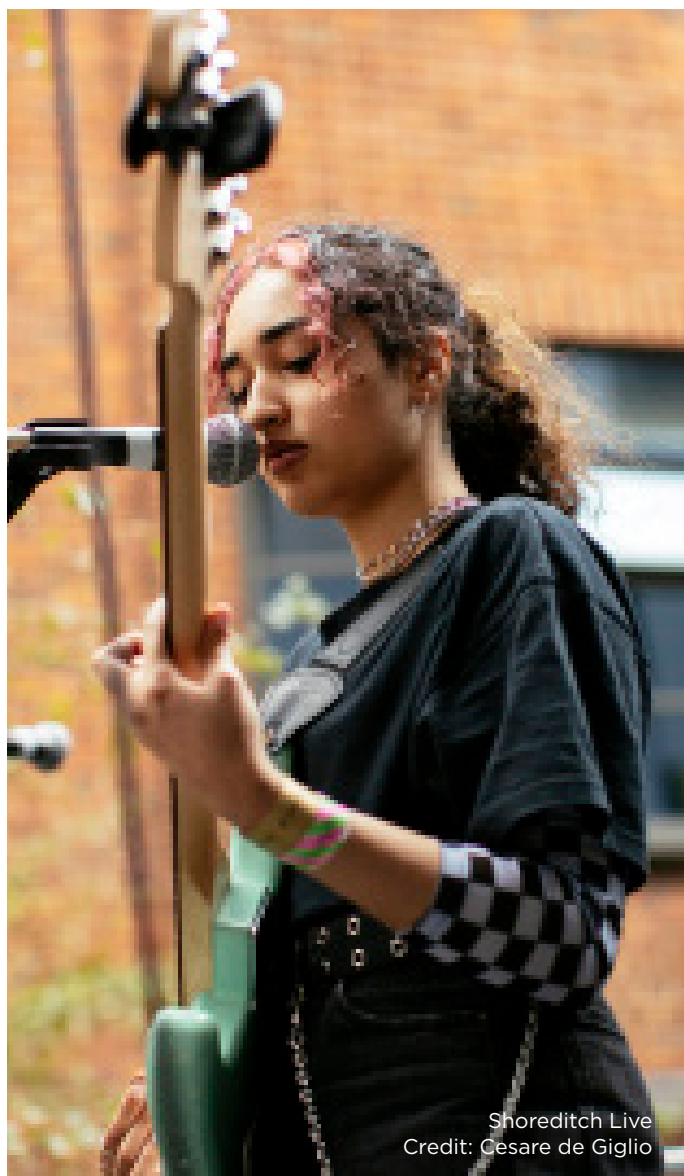
OUR TEAM

Shoreditch Town Hall's core team is a tight knit, dedicated and multi-skilled group of 11 who are supported by around 50 casual staff and a loyal and highly skilled Board of Trustees.

No day is ever the same at Shoreditch Town Hall, ensuring a vibrant and stimulating working environment that challenges and rewards in equal measure. Our highly-valued staff are hardworking, with a flexible, adventurous spirit. They are full of ideas, making our office a place where innovation and entrepreneurship are highly prized.

Buildings only survive by the people who populate them. We support all our staff to be the best they possibly can be, celebrating and championing achievements, and providing training, development and progression opportunities wherever possible.

We believe that a diverse workforce leads to an organisation that is more innovative, more creative and gets better results. We actively encourage candidates from different backgrounds and with different experiences and skills in order to develop and strengthen the organisation, evolve our programmes, and better-reflect the communities we serve.



Shoreditch Live
Credit: Cesare de Giglio



Dom Coyote
We Can Time Travel!
Credit: Paul Blakemore

ABOUT THE ROLE

MAIN PURPOSE OF THE ROLE

Our vision is for Shoreditch Town Hall to become a flagship arts, events and community venue for Shoreditch and a unique destination creative space on the London cultural map. As a key member of the senior management team (SMT), the Head of Cultural Programme will work closely with the Chief Executive Officer (CEO) to provide leadership, working to shape and successfully implement a dynamic, resilient and inclusive cultural strategy for the organisation.

The Head of Cultural Programme will be responsible for continuing to develop the Town Hall as a vital, non-traditional space for both the borough and the wider city. Working with the CEO, the role will focus on forging a distinctive artistic identity for the venue, ensuring that it is valued by artists, our community, audiences, and other stakeholders alike. The Town Hall relies on a mixed economy of commercial and subsidised programme so your experience as producer, programmer and/or creative director will mean you are as confident curating a distinct programme of presentations and income generating work as you are commissioning, developing, and nurturing artists and talent. You will bring in-depth industry knowledge and experience to ensure a positive artist experience throughout the Town Hall's work.

Running through all our work is a deep-rooted commitment to fulfil our civic responsibilities and represent our local community. The cultural programme will support activities and programming ideas generated by young people (including our new Youth Board) and local communities. Local borough knowledge is an advantage to collaborate effectively with local diaspora and cultural groups, schools and educational providers. We offer a quality of experience for all participants and audiences in terms of inclusion and accessibility.

DUTIES AND RESPONSIBILITIES

Strategy and Leadership

- Develop, articulate and implement the vision and long-term strategic objectives for the cultural programme for the Town Hall, setting and monitoring clear success measures to evaluate against.
- Represent and/or deputise for the CEO as appropriate, in relation to the cultural programme, to advocate for the Town Hall as a vital arts space in London and community resource for Hackney internally, nationally and internationally, constantly working to heighten the organisation's profile and long-term sustainability.
- As part of this strategy, develop and implement a programme for associate/affiliated/supported by artists.
- Consider and build a longer term strategy for the future exploitation of the work that the Town Hall commissions and creates in terms of touring and future iterations.
- Develop strong and productive relationships with cultural stakeholders such as artists and their organisations, promoters, cultural leaders, Arts Council England, Hackney Borough Council, educational leaders, funders, media and any other existing and potential external stakeholder in order to enhance both the Town Hall's work and profile.
- As a member of the senior management team, act as Duty Manager for the building and have key holder responsibilities when required following training.
- Uphold the organisation's values and underlying principles with regards management, motivation and communication, internally and with cultural collaborators.
- Advocate for, and deliver, the organisational aims and strategic priorities with regards to the cultural programme.

Curatorial

- Lead, implement and evolve all artistic policy at the Town Hall, creating a dynamic, exciting and current programme of live and digital performance across a range of art forms, responding to the organisation's strategic priorities as well as developments in local and national trends.

DUTIES AND RESPONSIBILITIES (CONTINUED)

- Seek out, support, develop, present, commission and/or produce a wide range of both new and established artists and companies, promoting innovation, collaboration, inclusion and creative excellence at all times.
- Lead on the creative development of commissioned projects, managing creative practitioners through devising, script development, workshop, sharings from conception through to presentation.
- Lead on the development of a Community programme on all elements of the Town Hall's learning and participation programme, including work with schools, community groups, Hackney Borough Council and other key community stakeholders.
- Establish a talent engagement plan to ensure the programme has frequent new work made for our spaces that is non-traditional and continue to build the Town Hall's reputation as a UK leader in site specific/responsive performance.
- Develop the Town Hall's cultural programme as a welcoming, nurturing home for innovative and inclusive creative practitioners.
- Work with the CEO and senior management team on the development of the building's digital strategy and how this supports and amplifies the cultural programme.
- Undertake research to develop knowledge of multiple artforms, attending performances, participating in cultural and community events, and developing relationships with creative practitioners.

Planning

- Work with the senior management team to ensure the cultural and commercial programmes are both delivered successfully, co-exist happily and are in line with objectives for building occupancy and multiplicity of use.
- Collaborate with senior management team to schedule cultural programme events, utilising Artifax, and communicate practical event information to the wider team.
- Manage the developmental and presentational needs of Associate/Affiliate/Supported by artists and organisations.

Producing

- Negotiate headline deals and writing deal memos and contracts for all cultural presentations, co-productions and commissions.
- Setting and monitoring budgets, including setting income projections for ticket sales and ancillary income, creating financial settlements and reconciling individual event budgets and ensure departmental income and expenditure is delivered in line with agreed annual budgets.
- Develop the income generating potential of the artistic programme to maximise ticketed income and secondary spend, whilst ensuring that the overall offer remains accessible and affordable.
- Consider logistical and financial needs of working with international artists and ensure these needs are met.
- Keep abreast of current safeguarding policies and protocols when working with children and vulnerable adults, working with the senior management team to ensure guidelines and best practice are implemented internally and by all cultural collaborators.
- Together with other members of the senior management team, help deliver safeguarding training to relevant collaborators and ensure that relevant staff and collaborators' DBS checks and certification are up to date.
- Keep abreast of all current industry practice guidelines, responsibilities and duties and represent the organisation in all areas of cultural programme, attending industry briefings including updates to union legislation.
- Work with the Head of Production in particular, but also all team members and the Town Hall's independent Health & Safety Consultant, as set out in the H&S policy, ensuring that all artistic programme activity is delivered safely and in accordance with all licensing and regulatory obligations.
- Work with the CEO to ensure that capital developments and investment across the building meet the needs of artists, new work and audiences.

DUTIES AND RESPONSIBILITIES (CONTINUED)

Development and Fundraising

- Work with the CEO to identify and secure charitable or individual giving to support the cultural programme including application writing and grant evaluations.
- As determined by the CEO, to manage relationships with the giver of specific grants awarded for the cultural programme including preparing and delivery presentations, progress reports, attending external meetings and so on.

Audience Development, Marketing and Communication

- Collaborate with the Head of Marketing and Communication to help set, and evaluate against, clear audience and participation targets for all elements of the cultural programme.
- Feed into the future audience development strategy, ensuring that we develop the widest possible audience for the Town Hall's cultural programme, particularly amongst those living in Hackney and East London, always championing the organisation's commitment to access and affordability.
- Work with the Head of Marketing and Communication to ensure that the cultural programme prioritises sufficient accessible performances, making this a key negotiation priority with the promoters and creative practitioners with whom we work in order to publicise these at the point of onsale.
- Work with the Town Hall's internal or external press rep, inputting into strategy and priorities for activity to help ensure maximum press coverage to develop the cultural programme's profile.
- Actively support the Head of Marketing and Communication in the creation of, or, securing necessary marketing assets with creative collaborators and alignment of brand.

Management

- To ensure all personnel matters for direct report(s) and with all creative practitioners and participants are handled in accordance with current Town Hall policy, participating in disciplinary procedures if required.
- To oversee the recruitment, professional development, working conditions, management and regular performance appraisals of the Cultural Programme Manager (role TBA) delegating operational and administrative duties as necessary.
- Work with the CEO to review policies pertaining to the cultural programme annually or as required, helping to ensure that the organisation is legally compliant and that the Town Hall fulfils its duties as an employer in regards to its statutory responsibilities.
- Work with the CEO to ensure appropriate compliance for all creative freelance, contractual and casual staff including new IR35 legislation.
- To maintain a positive and collaborative working environment at the Town Hall, ensuring that staff are motivated and trained to do their jobs well.

General

- To publicly represent the Town Hall in a prepared and professional manner.
- To work unsocial hours as required.
- To maintain confidentiality at all times.
- To constantly remain knowledgeable of wider developments and trends in the arts and charity sectors, both nationally and internationally, to inform the strategic direction of the Town Hall and its activities.
- To undertake any other duties which may be reasonably requested to ensure the smooth running of the Town Hall.

Over time the emphasis of this job may change without altering the general character of the role or the level of duties and responsibilities entailed. This information will be periodically reviewed, revised and updated in consultation with the post-holder to reflect appropriate changes.

WHO WE ARE SEEKING

We're looking for a motivated, confident and inspiring individual: someone who's prepared to get stuck in and make a significant contribution to the Town Hall and the work that we do, as well as someone who will benefit from the career development opportunities that this senior management role will offer.

Experience

- At least 5 years' experience of programming and/or producing in a cultural, live events venue/organisation in the commercial, subsidised or independent sector.
- Proven track record of successfully curating and/or producing performance (theatre, music, dance, spoken word, or multidisciplinary) in a cultural, live events venue/organisation.
- A specialist knowledge in one or more artform and/or public or participatory programme.
- Significant experience of working on a cultural programme at a variety of scale and with multiple stakeholders.
- Working knowledge and experience of funders and funding processes for cultural projects.
- Experience of complex financial planning and confidence in setting, managing and reconciling complex production budgets and I & E accounts including regular re-forecasting.
- Positive experience of working with creative collaborators to develop new work from conception through to performance.
- Experience of managing a team and getting the best out of people.
- Knowledge of the subsidised cultural sector in London and the wider national arts and cultural scene.

Skills

- Strong creative thinker with the ability to generate exciting and dynamic ideas.
- Creative vision, curatorial taste and the ability to work closely with creative practitioners.
- Empathy, encouragement and perseverance to develop a strong community programme and listen and respond to feedback.
- Excellent written and verbal communication skills with the particular ability to be persuasive.
- Strong negotiation skills with an ability to tailor a negotiation as appropriate to the other parties involved and to implement resulting deals in contractual form.
- Exemplary administration skills, with an intrinsic eye for detail and accuracy.
- Excellent organisation and time management skills with the ability to prioritise a complex workload.
- The ability to work well in a team as well as independently.
- Strong management skills, motivating and empowering team members.
- Excellent Microsoft Office skills (particularly in Word, Excel and Outlook).
- Knowledge of current safeguarding best practise
- A strong sense of responsibility and reliability.
- A positive and hands-on approach to all tasks as well as being an effective problem solver.
- A commitment to diversity, representation and accessibility.
- A genuine enthusiasm for contributing to the long-term development of the Town Hall.

Desirable

- Experience and/or knowledge of the local area and its community and cultural scene.
- Experience and/or knowledge of the representation of arts and culture within the curriculum and through education providers.
- Experience of producing artistic activity in non-traditional spaces, including site-specific work.
- Experience of artist development.
- Health and safety knowledge and its practical application to the theatre production process.
- Knowledge and/or experience of working in a Grade II listed building.

WHO WE ARE SEEKING (CONTINUED)

- Knowledge of the Spektrix box office system and/or Artifax event scheduling system.
- Knowledge of current GDPR compliance.
- Experience of working at a Senior Management level.

We particularly welcome applicants with lived experience of disability and people from groups that are currently under-represented in the cultural sector.

Please remember, the deadline for applications for this role is Monday 5 July 2021 at 9am. All completed Application Forms must be sent to jobs@shoreditchtownhall.com by this time. Late applications will not be accepted.



Black Girl Fest
Credit: Krystal Neuville & Keturah Cummings

TERMS & CONDITIONS

Job Title: Head of Cultural Programme

Responsible to: Chief Executive Officer

Responsible for: Cultural Programme Manager (TBA)

Contract: Permanent

Salary: £36,000 - £38,000 per annum

Hours: 37.5 hours per week to include evenings, weekends, Bank Holidays and other unsocial hours, where necessary.

General office hours are 10am – 6pm, with a 30-minute unpaid lunch break.

Flexible working / job share requests will be actively considered and tailored according to individual needs and experience.

No overtime payments are given. We offer a Time Off In Lieu (TOIL) policy to be agreed in advance with your line manager and to be taken within a month of accrual.

Annual Leave: 20 days per annum pro rata, excluding Bank Holidays, increasing by one day per full year worked to 25 days per annum pro rata

Office Base: Shoreditch Town Hall, 380 Old Street, London, EC1V 9LT

Some remote working is possible especially during the pandemic whilst travel restrictions are still in place.

Benefits:

- Contributory pension scheme
- Cycle to Work scheme
- Complimentary tickets for the Town Hall's programme
- Staff discount at the Town Hall's bar
- Training and development opportunities
- Regular staff meetings, socials, yoga classes

Notice Period: 3 months (2 weeks during Probationary Period)

Probationary Period: 3 months (subject to review)



Sustrans: Grayson Perry
Credit: PaulTanner & Sustrans

NOTES & GUIDANCE

Equal Opportunities

We are committed to access, diversity and representation and believe that our programmes, workforce and organisational culture should genuinely reflect the range of backgrounds, perspectives and cultures that make up the communities we serve in Shoreditch, Hackney and beyond. We welcome applications from people of any colour, race, nationality, ethnic origin, religion, socio-economic background, marital status, sex, sexual orientation, age or disability.

Please ensure that you complete our Equal Opportunities Form and return it with your application. The information provided is entirely confidential and will be used for monitoring purposes only. All questions are optional and the form will be separated from your application before the selection process.

Accessibility

Should you have any access requirements or need any reasonable adjustments to be made in order to apply and/or attend an interview for this role, please contact jobs@shoreditchtownhall.com.

How to Apply

Please complete all sections of the Application Form in black ink or type. We will use this Application Form to decide whether to invite you to interview or not, so please fill it in very carefully. Only applications made on the form will be accepted. **Please note that we do not accept CVs.**

The 'Information in support of your application' section is a particularly important part of the Application Form. This is your chance to tell us exactly why you wish to apply for this role and how you meet the criteria outlined in the Job Description and Person Specification.

References

One referee must be your present or most recent employer. If you are currently self-employed, you may use a client as a referee. If you are still in full-time education and applying for your first job, please give details of someone in authority from an educational establishment.

We will not approach your referees until after we have interviewed you. You may indicate whether we need to contact you before we approach your referee.

Criminal Records

We ask that you list any convictions, cautions, reprimands or final warnings that are not 'protected' as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). For most roles we will only ask for details if you are invited to interview. Only the people directly responsible for the recruitment will be informed of such a record.

Due to the nature of our work, candidates in certain roles may be required to undergo an enhanced DBS (Disclosure & Barring Service) check, including a Criminal Records Check. A criminal record will not necessarily prevent you from securing a role; it will only be used to assess suitability for employment insofar as it is relevant to the role in question.

Right to work in the UK

Under the Asylum and Immigration Act 1996, we are required to check that applicants have the legal right to work in the UK. All successful applicants will be asked to provide the Town Hall with documentary evidence to support your entitlement to work in the UK prior to taking up employment.

Sickness Absence

Please state the number of days sickness absence you have had in the last 2 years. If you wish, you may give brief details.

Shortlisting and Interviews

In accordance with Shoreditch Town Hall policies, all Application Forms received will be read by at least two members of Town Hall staff and considered against the Job Description and Person Specification for the role. If you are shortlisted, we will invite you to an interview either via e-mail, Zoom or telephone. The interview will be with at least two members of Town Hall staff, including the role's Line Manager. Where possible, every interview will also include a tour of the Town Hall's building.

NOTES & GUIDANCE (CONTINUED)

Reasonable travel expenses for those attending an interview from outside of London will be reimbursed.

Occasionally, it may be necessary to invite applicants back for a second interview.

Written feedback will be provided to all interviewed applicants on receipt of a written request no later than 2 weeks after the date of the interview

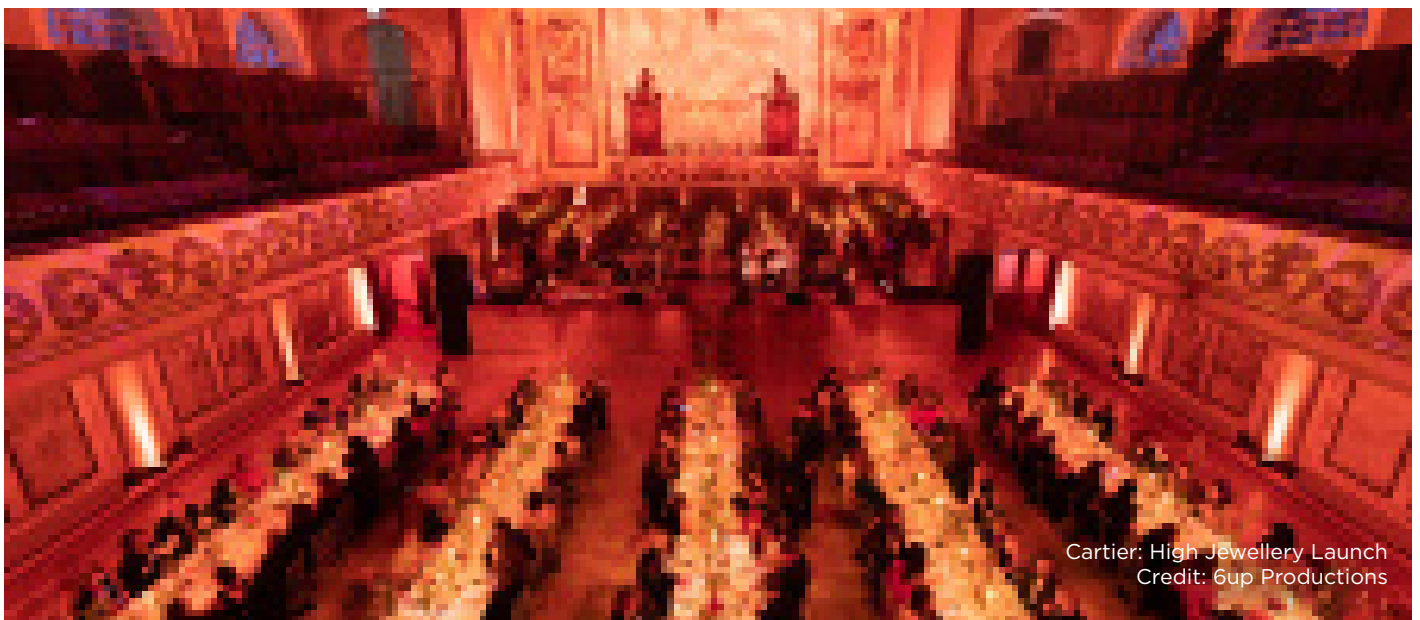
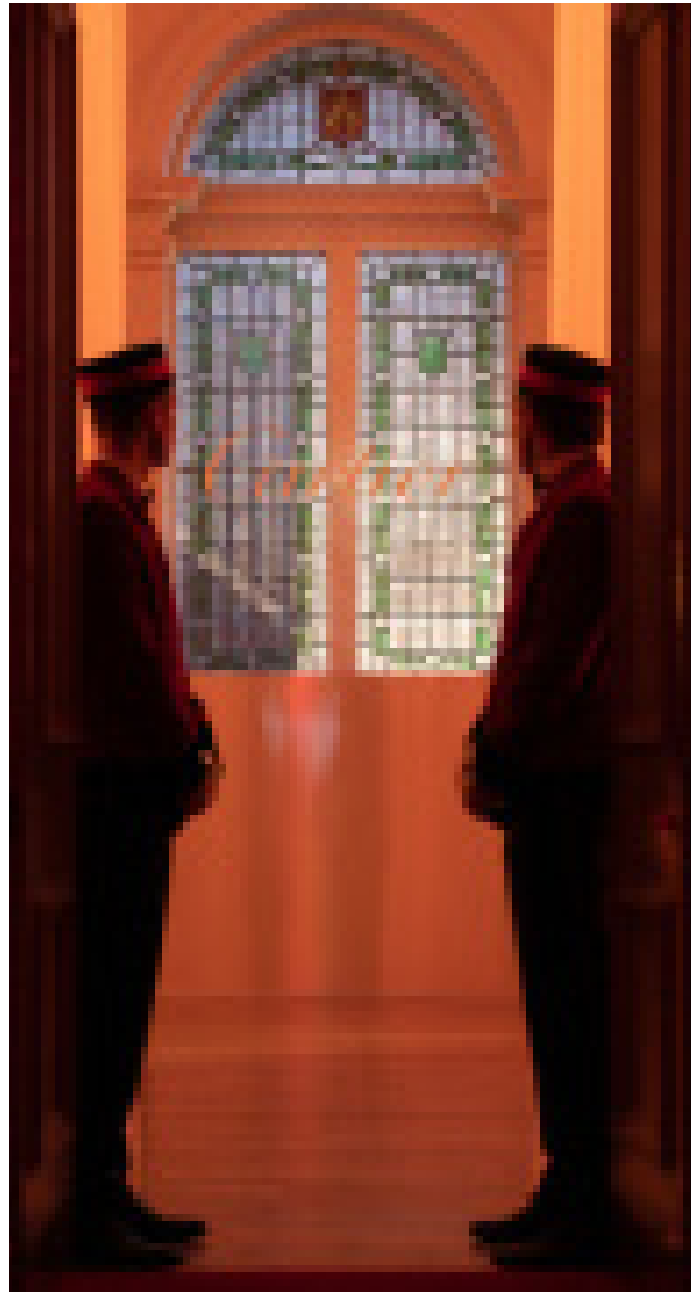
Data Protection

Shoreditch Town Hall reserves the right to collect personal data for the purposes of recruitment. The personal data supplied in your Application Form will be handled, processed and stored securely within Shoreditch Town Hall and on Shoreditch Town Hall's servers for legitimate human resources and business management interests.

We store all applicants' data until we have successfully filled the role in question. At this point, we will either delete the data (both hard and electronic copies) or keep it on our electronic database for future roles, subject to written permission from the applicant.

We will not share your data with any third party or recruitment agency.

More information can be found in Shoreditch Town Hall's Privacy Policy here: shoreditchtownhall.com/about/privacy-policy.html.





The Claim by Tim Cowbury
Credit: John Hunter