

Job Title	Creative Producer (Wealdstone Square Project)		
Project Pay	£12,000 total		
Directorate	Community		
Division	Environment & Culture		
Reports to	Programme and Marketing Manager (Harrow Arts Centre)		
Location	Harrow Arts Centre		
Role Purpose			
<ul style="list-style-type: none">Establishing a programme of events for the Wealdstone Square Project that delivers high quality and varied arts activities that are for and represent the Wealdstone community.Producing a programme of 10 events in Wealdstone Square between June 2022 – June 2023.Realising a broad marketing strategy for the programme responsive to the local community and ensure marketing is well placed, appropriate and engaging for the diverse communities of Harrow.Production of a simple toolkit, process chart and application pack to issue to new groups to hold events on Wealdstone Square			
Values, Behaviours and Equalities			
We want our colleagues to live our values. These values describe what we stand for and how we do things at Harrow whilst inspiring, challenging and guiding us towards the delivery of our organisational ambitions and goals. Our three values are:			
Be Courageous, Do It Together and Make It Happen			
These values will also help us to achieve our equalities vision of being a proud, fair & cohesive Harrow, a great place to live, work & visit.			
Main Duties / Accountabilities			
<ol style="list-style-type: none">With guidance from the Programme and Marketing Manager, produce a programme of 10 events in Wealdstone Square for the Wealdstone Square Project.Produce, within the given budget, an artistic programme for the Wealdstone Square Project that is representative of the local community and achieves audience engagement targets.Support the marketing team at HAC to develop and deliver the marketing plans for all Wealdstone Square events.Engage with HAC staff and external stakeholders (Wealdstone Advisory Group) in identifying programme opportunities at Wealdstone Square ensuring the programme is engaging and representative of the Wealdstone community.With support from the Programme and Marketing Manager, negotiate contracts and manage relationships with professional artists and companies along with freelance designers, writers and photographers.Implement a programme of audience/ customer consultation, research and analysis to determine the impact and reach of the Wealdstone Square Project.Develop effective partnerships with the diverse local arts, voluntary and community sector.Be responsible for monitoring evaluation data and producing reports for stakeholders as required.Produce a programme of events which positively contribute to the Harrow Art Centre brand.Develop effective relationships with press and media and the Communications department of the Council.Undertake such other duties when required to ensure flexibility as may be reasonably required in the post or Directorate on any of Harrow Council’s establishments.			
Selection Criteria - Knowledge, Skills and Experience			
Role requirements		Essential	Desirable
1. Experience of professional programming of an arts centre or cultural venue to meet the needs of diverse audiences.		✓	
2. Experience of running and managing professional arts events in outdoor or untraditional performance spaces.		✓	

3. Knowledge of marketing methods, audience development, audience consultation and market research methods	✓	
4. Experience of co-ordinating the production of events promotional material	✓	
5. High level of written and verbal communication skills for dealing with a wide variety of people and working with diverse communities.	✓	
6. Experience of using the internet, social media and new technology methods for promotion and marketing		✓
7. Experience of producing and issuing event contracts.	✓	
8. Experience of meeting tight deadlines and prioritising workloads along with demonstrable skills in successful event/project planning.	✓	
9. Demonstrate an active interest in the arts and heritage.	✓	
10. Experience in monitoring budgets, producing financial reports, data analysis and report writing with accuracy and attention to detail in written and numeric work	✓	

Other Requirements

The job involves:

- Regular daytime, evening and weekend work (including bank holidays) according to the needs of the service.
- Some physical elements such as moving programming and marketing equipment and materials
- Travel for work to oversee projects as required

Frequent occasions of lone working