



February 2019

Dear Applicant,

Thank you for your interest in the advertised position of **Digital Producer** at the New Wolsey Theatre.

The New Wolsey Theatre (NWT) is an ambitious producing and receiving theatre, with a great staff who work extremely well as a team, willing to push the boundaries and produce the impossible! Based in the heart of Ipswich, the NWT can be accessed by train from London in as little as 60 minutes.

The Digital Producer is an exciting new post that has been created to implement the organisation's digital strategy which encompasses: digital initiatives across our audience retention and acquisition priorities, the development of our national profile, the development of our pioneering work in creating accessible theatre, deepening our connection to the local community and increasing the artistic potential of emerging digital technology and trends.

The successful candidate will be a core member of the Communications Team working in a fast-paced environment alongside colleagues who are data-driven and passionate about providing a high standard of innovative and creative content to audiences, participants, the industry and our community.

This is a varied role ideally suited to applicants who live and breathe digital technology and whose full potential could be unlocked by the opportunity of developing upon existing skills in a challenging and supportive arts environment.

Please find enclosed:

- Company Information Document*
- Job Description and Person Specification
- Application Form
- Equal Opportunities Monitoring Form

(*Mission statement and further information can be found on our website www.wolseytheatre.co.uk.)

Completed applications should be returned to Lucy Parker, Operations Manager at lparker@wolseytheatre.co.uk by **10am on Wednesday 13th March 2019**.

Please note you must complete an application form to be considered for this position, we do not accept CVs as a form of application.

Interviews for shortlisted candidates will be held week commencing **Monday 25th March 2019**.

As an organisation accredited by the Job Centre as a Disability Confident Employer, we guarantee to interview all D/deaf and disabled applicants who meet the essential criteria for this vacancy.

Yours sincerely

Michelle Emmerson-Grey
Head of Communications





Who We Are

The New Wolsey Theatre is a regional theatre with a national reputation for the quality, range and reach of its work and for embracing cultural diversity in the widest sense. The theatre is central to the creative life of Suffolk and seeks to expand the horizons of audiences and artists by presenting a programme designed to entertain, enrich and challenge. The watchwords for all work are highest quality, greatest diversity and maximum accessibility.

The New Wolsey produces and presents a year-round programme of work for all ages in both the main theatre (400 seats) and the studio (104 seats), combining its own productions with a wide range of visiting theatre, music, comedy, and other performing arts.

The theatre is nationally renowned for its producing work both as sole producer and in collaboration with a diverse range of UK and international artists and companies. In recent years it has co-produced with other regional theatre including: Nottingham Playhouse, West Yorkshire Playhouse, Birmingham Repertory Theatre, Liverpool Everyman and Playhouse and touring companies such as Graeae, Talawa, Rationale, and Eclipse Theatre.

The theatre has a particular reputation for musical work, often employing actor-musicians. It is increasingly acknowledged as a leading player in the development of new musicals staging the world premieres of **It's A Wonderful Life** (2009), **20th Century Boy** (2011), **Mods & Rox** (2012), **Midsummer Songs** (2014) and **Oxy & The Morons** (2017). Our annual actor-musician **Rock'n'Roll Pantomime** continues to be a record breaking success and is firmly established as an Ipswich institution.

In 2013 we produced a national tour of the Tim Firth and Madness musical **Our House**, employing an actor-musician cast. In 2014 we co-produced a fully accessible, actor-musician production of Brecht and Weill's **The Threepenny Opera**. In 2015 we co-produced a new play **Feed The Beast** and produced an actor-musician production of **Sweet Charity**, in 2016 we produced **The Last Five Years**, **A Midsummer Night's Dream** (directed by Trevor Nunn) and an actor-musician production of **Made In Dagenham**. Our most recent productions in 2017 have been an actor-musician production of **The Who's Tommy** and the first touring stage version of **The Ladykillers**.

Our 2018 spring season will end with another new actor-musician musical, **Our Blue Heaven**, which celebrates Ipswich Town Football Club's 1978 FA Cup victory.

The New Wolsey has also established a reputation for artist development, and in particular helping to nurture innovative companies and enabling them to produce work designed for middle scale touring. As part of this development programme, the theatre has worked in association with some of the most exciting and emerging companies in the UK and internationally, including in recent years Gecko, Analogue, Made In China, Annie Siddons, Slunglow, METIS, Transport and John Osborne.

The development of new talent is a priority for the New Wolsey and the annual **PULSE Festival** acts as a spring-board for fresh new artistic voices, as well as providing a home for risk-taking and cutting edge performance from more established artists. The festival provides a platform for the development and presentation of new work by regional, British and international artists of vision, and aims to nurture artistic ambition and excellence across a range of art forms. **PULSE** presents work across a variety of genres from comedy to dance and everything in between, in various forms from tour-ready work to rehearsed readings and works at an advanced stage of development.

Alongside its work on stage, the New Wolsey runs an extensive **Creative Learning** programme using the arts to develop creativity, unlock potential, explore diversity and celebrate identity. We use the productions, artists, skills and resources of the Theatre to increase participants understanding of how theatre works, to develop their own creativity, to broaden their knowledge about a subject or the world around them, or to give them a better understanding about themselves. We apply the techniques we use in a rehearsal room to give participant the opportunity to see what motivates their own behaviour. We deliver a service to schools and colleges, a programme of projects and events for children, young people and the community, and a platform for students, arts educators and teachers to gain new skills and share good practice. We have a prolific out of school offer, and have specialised in theatre made for children and young people that places their artistic voice at the centre of the decision making, the content and the work.

The New Wolsey Theatre has a proven track record of championing disabled led theatre and in 2013 launched '**Agent for Change**' - an initiative to create more engagement and opportunities for deaf and disabled theatre professionals, audience members and participants both at the New Wolsey and with collaborating partners. The theatre is dedicated to providing access for deaf and disabled audiences to shows, events and information ensuring that any person with a disability can participate fully. Part of this promise is to provide a programme of BSL (British Sign Language) Interpreted, Audio Described, and Captioned performances.

The New Wolsey received the 2012 TMA award for **Most Welcoming Theatre**, and was nominated as The Stage Award's **Regional Theatre of the Year 2014**. As a not-for-profit organisation and a registered charity, we rely on a blend of income streams, funding from the Arts Council, Suffolk County Council and Ipswich Borough Council as well as donations, individual giving and corporate support, all of which are invaluable.

Our mission statement and further information can be found on our website.

The Ramps On The Moon Project

Following on from the highly successful production of **The Threepenny Opera** in Spring 2014, and in recognition of the under representation and employment of disabled people throughout our industry, particularly in "mainstream" theatre, a consortium of theatres successfully applied for a Strategic Touring Fund to undertake a six year programme of work. Integrating disabled and non-disabled performers and practitioners, this programme aims to achieve a step change in the employment and artistic opportunities for disabled performers and creative teams, and a cultural change in the seven participating organisations from around the country to enable accessibility to become a central part of their thinking and aesthetics. Ramps On The Moon was recognised at the 2017 UK Theatre awards and won the Promotion Of Diversity award. www.rampsonthemoon.co.uk/about/

The Government Inspector was the first Ramps On The Moon touring show, produced by the Birmingham Rep in Spring 2016.

The Who's Tommy was the second Ramps On The Moon touring show, produced by the New Wolsey Theatre in Spring 2017. It subsequently won the UK Theatre award for Best Touring Production at the 2017 UK Theatre awards.

Our Country's Good is the third touring production made in association with the Ramps on the Moon Project, produced by Nottingham Playhouse, which toured in Spring 2018.

StartEast Project

The New Anglia Cultural Board has developed StartEast, a project to make Norfolk and Suffolk places where enterprising, creative people can start up and build sustainable, cultural enterprises. StartEast will develop and deliver business support and investment for artists and creative people planning to develop and grow a cultural business. The programme works across three strands: Artists, Entertainment Services (Technical/Logistics) and Applied Arts (where participatory activity is delivered in health, education and social care settings). StartEast launched in May 2017 and is led by the New Wolsey Theatre in Ipswich with support from a regional partnership Steering Group.

www.starteast.co.uk



JOB DESCRIPTION

Job Title: Digital Producer

Responsible to: Head of Communications

Job Purpose: To lead on the creation of new digital content that reflects the work of the New Wolsey Theatre, promotes the offer to our audiences, and contributes to the work we produce, as well as developing the scope, ambition and delivery of the theatre's digital strategy.

Key Responsibilities:

Artistic

- To create a portfolio of digital access points to the New Wolsey Theatre programme, through activity including, but not limited to, digital dissemination of the repertoire of produced work, digital marketing activity focused around edited filmed content, original creative content and projects designed to directly engage existing and non-engaging audiences.
- To improve and enhance the digital profile of the New Wolsey Theatre with new and existing audiences across a variety of platforms.
- To work with the Senior Management Team to ensure emerging digital trends drive digital transformation across all areas of the organisation.
- To collaborate with multiple project teams and departments to oversee the design, development and delivery of a range of digital activity.

Audiences

- To create fresh, innovative and engaging digital content (including films, trailers and live content) to increase audience acquisition and retention.
- To lead digital activities and delivery solutions to engage with the theatre's audience development priority areas; including but not limited to, audiences under 26, those in care home and hospice settings and a wide range of diverse community groups.
- To support the marketing team with identifying, monitoring and reporting key, relevant data, including audience engagement, conversion, return on investment and digital analytics, and identifying digital learning opportunities and new platforms for their work.

Access

- To collaborate across the organisation on our access priorities, establishing digital mechanisms to attract new and retain existing audiences.

- Develop the quality and efficacy of our accessible performance provision, by exploring emerging technological tools that could increase the quality of experience for D/deaf and disabled audiences.

Community

- To work alongside the theatre's artistic, learning and community delivery teams to create digital resources, content and solutions that will maintain and grow our engagement with a diverse local community.
- To find new approaches through digital content to engage targeted audience / community groups.

Other

- To act as a key ambassador for the theatre; creating and maintaining good relationships with key contacts and growing the theatre's prominence in the sector regarding the best practise use of digital technologies.
- To ensure that all digital work being produced is within brand guidelines and has been Quality Assured.
- To undertake any other reasonable responsibilities as and when required.

Updated 18th February 2019

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive.



JOB SPECIFICATION

Salary

£25,280 per annum (negotiable, depending on experience).

An additional x 0.5 of your hourly rate will be paid if you are required to work on a Sunday or Bank Holiday.

Hours

40 hours per week, typically over 5 days per week (Monday - Friday), however you are expected to be flexible to adapt your working hours to the theatre's activity schedule where required. We welcome applications from existing producers and film-makers who may wish to explore this opportunity on a part-time basis.

Please note that additional hours are frequently required depending on the performance schedule, staff sickness and annual leave. Any overtime is to be taken as time off in lieu at a later date by arrangement with your line manager.

Annual Leave Entitlement

The standard Annual Leave Entitlement is the statutory minimum of 5.6 weeks per year, which equates to 28 days per year for full time staff working a 5 day week. You will be expected to take statutory bank holidays as part of your annual entitlement unless you are required to work on a particular bank holiday or have agreement from your Line Manager to do so. Annual leave requests have to be submitted to your line manager for authorisation. It is suggested that the majority of annual leave is taken during the summer months when the theatre has no performances scheduled. There will be certain times of the year when annual leave cannot be taken because of the work of the organisation.

The post-holder may be subject to an Enhanced DBS Check on commencement of their employment, and at regular intervals during their employment.



PERSON SPECIFICATION

Professional Skills and Competencies

Essential

- At least two years' previous digital production and film making experience
- Excellent proven record of delivering digital creative content
- Excellent written English and copywriting/editing skills combined with excellent interpersonal and communication skills
- Experience of project planning and delivering content to campaign deadlines
- Demonstrable practical experience and skills in film editing software, such as Adobe Creative Suite, Final Cut Pro, including image editing software such as Adobe Photoshop
- Digital marketing knowledge of content creation for online platforms and websites, such as CMS (preferably Wordpress), HTML, and attributes required for digital content on social media platforms
- Intuitive design skills; to intelligently and creatively interpret briefs for multiple projects from various teams across the organisation
- An understanding of rights issues pertaining to the arts and digital content

Desirable

- Experience of integrating digital strategy
- An understanding of the role a thriving arts provision offers to a community
- Experience of working in content creation within an arts organisation
- Experience of working with integration of APIs
- Experience of working at all levels across an organisation to deliver multiple digital projects
- Experience of creating opportunities to further an organisation's national profile
- Experience of brand management and design conceptualisation
- Experience of working with digital stakeholders at a national level

Key Qualities

- **Exceptional artistic aptitude with attention to detail:** Able to follow artistic briefings to create and edit exceptional digital attributes, maintaining brand and artistic standards and the artistic integrity of briefings, while working under pressure and managing competing deadlines
- **Excellent organisational skills:** Highly organised and self-disciplined to manage multiple projects simultaneously and to a high standard whilst keeping all parties updated and ensuring project administration is completed
- **Effective interpersonal skills** with the ability to communicate effectively with individuals at all levels across the organisation

- **Creative thinking:** Able to respond receptively to new ideas and initiatives, responding to creative problems with creative solutions
- **Diplomacy skills:** Facilitating between creative teams and development teams
- **Stakeholder management:** You need to be able to translate very technical terminology to non-digital stakeholders
- **Budget management:** Proactively communicating cost estimates and quotations, and delivering outcomes on time and within budget
- **Third party and resource management:** From time to time, to outsource work to third parties or engage with other third parties who are also working on the theatre's projects
- **Multitasking:** Comfortable managing a range of different projects with multiple teams and stakeholders, and able to prioritise multiple demands and manage expectations across departments



CONFIDENTIAL

PLEASE COMPLETE THIS FORM IN TYPE OR BLACK INK

APPLICATION FOR THE POST OF: **DIGITAL PRODUCER**

Please return to: **Lucy Parker, Operations Manager,**
The New Wolsey Theatre, Civic Drive, IPSWICH IP1 2AS or email to
lparker@wolseytheatre.co.uk

PERSONAL DETAILS

First Name(s): _____

Surname: _____

Address: _____

Postcode: _____

Tel: _____

Mobile: _____

e-mail: _____

Eligibility to work in the UK

We are legally obliged to ask you to provide evidence of your right to work in the UK. If you are successful with your application we will ask you to provide appropriate documents, such as your passport, visa, work permit or birth certificate and proof of your national insurance number, in accordance with the Asylum and Immigration Act 1996.

Are you legally authorised to work in the UK? Yes No

Is this subject to a work permit or visa? Yes No

With clear reference to the Person Specification, explain why you wish to apply for the post and describe the skills and experience you have to undertake the job as outlined. This is your opportunity to convince us that you are the right person for the job. (Continue on a separate sheet if necessary.)

MISCELLANEOUS

As an organisation accredited by the Job Centre as a **Disability Confident Employer**, we guarantee to interview all disabled applicants who meet the essential criteria for this vacancy.

The New Wolsey Theatre wishes to encourage applications from suitably qualified and experienced D/deaf and disabled people and we therefore ask you to use the space below to provide information on your disability status and access requirements if you wish to be considered in line with the above scheme (please mark as **N/A** if not applicable or leave blank if you wish not to declare).

This information will remain confidential and is required to help us fulfil our responsibility to encourage and assist in the employment of D/deaf and disabled people.

Do you have a current driving licence?	Yes / No
Do you have your own transport?	Yes / No
Are you at least 18 years of age?	Yes / No
If offered this position will you continue to work in any other capacity?	Yes / No
(If yes, please give details)	
When are you available to start?	

ANY OTHER INFORMATION

Please use this space to tell us about anything else that may be of relevance to your application.

REFERENCES

Please give details of two referees.

Name:	
Company:	
Position:	
Relationship to applicant:	
Address:	
Postcode:	
Tel:	
e-mail:	

Name:	
Company:	
Position:	
Relationship to applicant:	
Address:	
Postcode:	
Tel:	
e-mail:	

References may be taken up before interview or prior to an offer being made.

If you would prefer that we did not take references until after an offer has been made please tick here

Declaration

I have read and understood the information contained in this application form, and I declare that all information I have provided on this form, or in an attached CV, is true and accurate. I understand that omissions or incorrect statements might disqualify me from this position and, if already appointed, my employment may be terminated. I also understand that any offer of employment is subject to satisfactory references.

By signing this form, I understand I am agreeing to the above declaration:

Signed: _____

Date: _____

EQUAL OPPORTUNITIES IN EMPLOYMENT

Policy Monitoring: This form will be treated confidentially

The information you supply on this form will be detached from your application and used for monitoring purposes only. This form will not form part of the selection process.

Submission of this form indicates your explicit consent that the data you provide may be processed in accordance with the provisions of the Data Protection Act 1998.

NOTE: Your application will be in no way prejudiced if you decline to complete this form. It will be separated from the application form whether or not you have completed it.

The New Wolsey Theatre (NWT) wishes to be an Equal Opportunities employer, and has a policy of monitoring employment applications in order to monitor the effectiveness of our Equal Opportunities policy and commitment to equality and diversity.

POST: Digital Producer

Please circle or highlight as appropriate

1. I would describe my race or cultural origin as:

White:

- British
- Irish
- Other European
- Any other white background

Asian or British Asian:

- Asian Indian
- Asian Pakistani
- Asian Bangladeshi
- Any other Asian background

Chinese or British Chinese:

- Chinese

Black or Black British:

- Black – African
- Black – Caribbean
- Any other black background

Dual Heritage:

- Black African and White
- Black Caribbean and White
- Chinese and White
- Asian and white
- Any other background from more than one ethnic group

(If you have circled 'Other' for any category, please describe your ethnic origin):.....

- 2. **My sex is:** Male Female Gender Neutral
- 3. **My marital status is:** Single Cohabiting Married Separated Divorced
- 4. **Is there anyone who relies on you for day to day care and assistance?** Yes No
If 'Yes' are they: Children Aged 0-4 Aged 5-11 Aged 12-16
Other family member or partner
- 5. **My age is:** 16-19 20-29 30-39 40-49 50-59 60+
- 6. **Are you a Deaf or disabled person?** Yes No

EQUAL OPPORTUNITIES AND DIVERSITY POLICY

The mission of NWT is to create, develop and produce a vital and dynamic programme of performances and participatory activity for the people of Suffolk and surrounding areas. It aims to create a programme of the highest quality, maximum diversity and greatest possible accessibility. NWT believes that this is best achieved through the implementation of an Equal Opportunities and Diversity Policy informing all areas of the company's activity and employment practice.

The NWT is committed to ensuring equality and fairness for all employees, collaborators, contractors and the general public. It will not discriminate on grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age. NWT opposes all forms of unlawful and unfair discrimination and will work to promote opportunities for sections of the community that are currently under-represented.

All individuals will be treated fairly and with respect. Selection for employment, promotion, training or any other benefit will be on the basis of aptitude and ability. All employees will be helped and encouraged to develop their full potential and the talents and resources of the workforce will be fully utilised to maximise the organisation's output.

The NWT strives to create an environment in which individual differences and the contributions of all our staff are recognised and valued. No form of intimidation, bullying or harassment will be tolerated.

We will regularly review our employment practices and procedures to ensure fairness. This policy has the approval of the Board and will be reviewed on an annual basis.