



Freelance Creative Producer

Heritage Action Zone
Cultural Consortia, Harlesden

Job application pack



Job title

Freelance Creative Producer
Heritage Action Zone (HAZ) Cultural Consortia, Harlesden

Based in

Wembley, Brent, London

Reporting to

Chief Executive Officer, Young Brent Foundation

Responsible for

Artists, Creative & project contractors, volunteers, youth cohort, community participants, venues/sites,

Works with

Young Brent Foundation team, LB Brent HAZ Team, LBB Economic Growth team, LBB Borough of Culture Legacy Manager, Culture and Comms team members, HAZ Cultural Consortia, project participants including young people's cohort, community stakeholders, LB Brent licensing officers, cultural and creative suppliers, artists, freelancers, venues/sites, local businesses.

Start date

July 2021 to January 2023

Hours

Variable, 2 days per week average

Salary

£200 day rate (outside IR35?), some weekend and evening work required. Currently funded for up to 160 days.

Contract

Freelance/outside IR35; post required to have own public liability insurance, professional indemnity insurance.

Travel

Around Harlesden, London Borough of Brent and London where necessary



BACKGROUND

Young Brent Foundation is the lead consortia member for Harlesden's Heritage Action Zone (HAZ) Cultural Consortia, who successfully secured funding from Historic England to deliver an innovative cultural programme, celebrating Harlesden's heritage, a part of a wider project – Harlesden Gateway Heritage Action Zone (HAZ).

This project is a part of London Borough of Brent's (LBB) Harlesden HAZ programme, which aims to improve a number of listed or locally listed buildings within the Harlesden's conservation area within Harlesden High Street, with improvements, including physical works to the facade and shop fronts of a selection of buildings on the High Street to restore their architectural/heritage features and external works to the former HSBC building on the High Street. In addition there are a range of other projects, a review of the conservation area and a wider community engagement and communications initiatives with the Harlesden community.

As such, it is hoped the overall Harlesden HAZ programme and the Cultural Consortia programme will dovetail activities to maximise outcomes of the Historic England projects. The LB Brent HAZ team and the lead Cultural Consortia member (YBF) will work closely to ensure governance and monitoring of the funding and to support the Cultural Consortia to deliver a range of activities in the town.

A consortia of local organisations, many working with young people and with an interest in cultural programming, have successfully bid and secured a £100K from Historic England, to deliver a participatory, cultural programme in Harlesden. The programme is to be shaped by and co-designed with local communities and a locally based, young people's cohort. The programme will deliver long term cultural engagement, including heritage and cultural skills training, leading to a programme of creative commissions to take place in Harlesden town centre in 2022.

This project will be informed by the outcomes of a £10K pilot project funded by Historic England that will complete in June 2021 and will provide information on local audience insight and cultural engagement, together with insight into local creative sector.



ROLE SUMMARY

This is an exciting, high profile and rewarding freelance role. We are looking for a confident and experienced creative producer who will work with our key stakeholders and participants to shape and deliver the programme. We are looking for someone with an excellent track record of delivering community led, co-designed cultural programmes. The successful candidate will be a self-starter, experienced in commissioning, detailed planning, costing, managing and delivering creative projects that take place within the public realm, with understanding of the production requirements this demands.

You must have experience of managing cross-sector networks and partnerships, including working with and reporting to local authority partners (LB Brent). You must be able to draw upon your industry and sector knowledge to support the consortia to develop a bold and imaginative programme, ensuring maximum impact, profile and legacy for the project.

PURPOSE OF THE JOB

The Harlesden HAZ Cultural Programme Creative Producer will work as part of the Young Brent Foundation (YBF) Leadership team (the lead Cultural Consortia member), strategically and operationally taking responsibility for delivery and management of the HAZ Cultural programme, ensuring that the vision, values and the mission of the HAZ Cultural Consortia are realised, and equally, that the vision, values and the mission of YBF and HAZ project lead, LB Brent are put into practice. YBF are contracted by LB Brent and it is expected the role will work closely with officers from LB Brent.

The role will need to work within the contractual framework and guidance set out by Historic England and LB Brent to ensure the programme is transparent, meets procurement and commissioning requirements, follows communications protocol and is in keeping with the overall HAZ Programme as well as being delivered to the milestones to enable drawdown of the funding.

You will need to be able to facilitate and guide young people, who are central to the ambitions and delivery of this programme, around the 'art of the possible' with regards to the available budget and the framework within the HAZ Cultural Consortia is funded. Key stakeholders include the Cultural Consortia members as well as LB Brent, young people and project target audience.

The role will also need to be able to present the progress of the project to the funders on occasion and contribute to the YBF reporting of the project as well as making a direct report to the HAZ Cultural Consortia.

The Creative Producer role is a freelance position and will be able to work from home or remotely in Harlesden as appropriate but will also have access to hot-desking space at Young Brent Foundation. It is anticipated as this is a place-based programme, that the role will when it is safe to so, get to know Harlesden town centre's communities, to hold meetings as much as site visits within the town centre. The Creative Producer will need to provide their own computer and phone equipment and be responsible for these complying with GDPR and data protection.

MAIN DUTIES

- Provide leadership for the HAZ Cultural Consortia Programme ensuring delivery of project milestones and outcomes as defined in the funding contract.
- Create and manage budgets to ensure project delivery on time and to budget. To evidence spend and flagging up issues to mitigate risks.
- Work collaboratively with different community groups, artists, event organisers and venues to co-design a creative programme that celebrates Harlesden's heritage.
- In discussion with the Project Team to leverage in any other sources of funding or in kind resources as deemed necessary for the success of the project.
- Create, manage and negotiate creative and supplier contracts as required by the project, in line with the YBF and LB Brent's and Historic England's procurement conditions.
- Ensure any subcontractors adhere to the YBF and LB Brent's policies regarding insurance, safeguarding and health and safety as well as other contractual and funder's requirements.
- Attend meetings with the Project Team, as appropriate. Write and submit evaluation/monitoring reports and produce evidence of spend to support funding drawdown.
- In consultation with HAZ Cultural Consortia, support a youth cohort led co-designed programme to produce and programme a range of high-quality creative commissions in 2022.
- Work with YBF and LB Brent Communications team to generate media interest in the project.
- Create briefs for online content, including the development and creation of photography and video to market and document the project. Produce any associated marketing collateral as determined by the Project Team.
- Recruit and manage a youth cohort assigning roles and responsibilities.
- Liaise and pro-actively engage effectively with all venues/sites, artists, stakeholders and community groups to foster their engagement and involvement in the project
- Ensure the right production infrastructure is in place to support programme delivery, working with other production professionals, as required
- Ensure appropriate policies and procedures are in place to ensure delivery of a high quality, accessible programme (eg Risk Assessments, DBS checks, Health and Safety, Safeguarding).
- Manage the delivery of effective monitoring and evaluation for all creative programming and artist development activity as part of the programme.

PERSON SPECIFICATION

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed as required; other responsibilities may be added depending on experience and need.

Essential

- 1** At least five years producing and project management experience within a creative, community co designed, setting ideally within a heritage setting and experience of working with young people.
- 2** Excellent communication skills, both written and verbal. Ability to liaise confidently with a range of stakeholders across the community, youth, business and cultural sectors.
- 3** Experience of the production of live events in the public realm and the infrastructure required, including managing and negotiating artists contracts, health and safety, risk assessments and licenses. In light of Covid 19, to be experienced in adapting to changing situations including finding creative solutions to changing circumstances. Experience of commissioning repurposed live events/public programmes online is desirable.
- 4** Must live within commutable distance of LB Brent and be able to work from a range of locations including on site in Harlesden with your own equipment
- 5** Enthusiasm for the project's artistic vision and objectives within the wider HAZ programme
- 6** Experience working with an outdoor art setting, marketing, production.
- 7** Ability to produce events to a high standard with adherence to current regulatory/licensing conditions for different audiences.
- 8** Ability to manage commission engaging content for print, social media and online platforms, including photography and video.
- 9** Strong time management and organisational skills.
- 10** Experience of managing and allocating budgets.
- 11** Experience of evaluating events in a creative way.
- 12** Ability to multi-task, project plan, prioritise, manage own workload and work unsupervised.
- 13** Experience of working in a public-facing environment.
- 14** Experience of working with or in a local authority setting.
- 15** An ability to make things happen independently and as part of a team.
- 16** An ability to work evenings and/or weekends in addition to general office hours.
- 17** A knowledge of and commitment to the principles of Equal Opportunities.
- 18** A strong network in the cultural and creative sector
- 20** A drive and ambition to deliver a quality programme for diverse audiences

DUTIES AND RESPONSIBILITIES

Carry out any other duties as required by the HAZ Cultural Consortia Steering Board including:

- To attend, where appropriate, local community and stakeholder meetings
- To maintain a good knowledge of national and local initiatives which are of benefit to the organisation, young people, sector organisations and volunteers
- To provide written reports for YBF and to attend internal YBF? Meetings, partner meetings (LB Brent) and meetings with the grant funder when required.
- To administer own workload, including meeting targets and deadlines in line with the YBF Performance Management System
- To support YBF project manager in submitting financial claims as per funding grant guidance.
- To attend relevant CPD training events in line with Performance Management appraisal
- To undertake responsibility, as part of the team, for all Health and Safety work related matters
- To work within the guidelines of YBF policies and procedures
- To have regard for the vision of YBF and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.

CREATIVE PRODUCER DRAFT KEY RESPONSIBILITIES

Project Management

Day-to-day management of project, ensuring meet milestones and deliverables

Project communication

Ensuring consortia, LB Brent team, and YBF are kept regularly updated on progress, regular communication with participants, suppliers, consultants

Budget oversight

Including updating project budget, supporting accounts team re invoicing, payments, ensuring best value for money across all of project.

Resource Management

Sourcing, contracting and managing suppliers, consultants, creatives including but not limited to: Digital Content management, digital/website design/build, event, technical contractors, youth and community facilitators, speakers/tutors, and mentors.

Developing and Management of training and engagement workshops/programme:

Devising training/ engagement programmes, booking facilitators, speakers, venues, marketing and communication across all.

Communications

With consortia, council/YBF comms and youth participants, developing and implementing comms, audience development, evaluation plans.

Audience Development/Evaluation plans

With consortia, council/YBF comms and youth participants, developing and implementing comms, audience development, evaluation plans.

Youth and Community engagement

Developing tailored communication and engagement approaches to ensure effective, sustained engagement with youth and community groups.

Commissioning

Using a co-design approach, working with youth participants to shape creative briefs across main project commission and auxiliary launch and closing events; leading commissioning and contracting process across all creative commissioning; working to facilitate creative co design development process with creatives/young people.

Commissions Management

Ensuring all commissioned events/installations have in place robust EMPs, insurances, child protection/DBS policies, H&S policies, equal access policies; working with Brent colleagues to procure technical/production/ event services locally.

Commissions support

Support commissioned creatives to secure license/permissions and sites

Event management

Liaison with suppliers, speakers, artists, venue, hires/equipment, event and workshop co-ordination

Comms delivery

In conjunction with internal Council comms & YBF comms, co -ordination of press releases/ approvals, booking, scheduling & co ordination of design, print and distribution materials; with content manager, co ordination of online/social media content; sharing of comms materials with networks/partners.

Documentation

Booking, briefing and co ordination of video/photographers, archiving content.

Audience Monitoring

Contracting and co ordination of audience research expertise, supporting recruitment of youth field researchers and co ordination of training sessions; supporting development of monitoring print and digital materials.

Evaluation

Contracting and co-ordination/ management of evaluation expertise;

Reporting

Supporting YBF/LBB team in reports and grant monitoring.