

JOB DESCRIPTION

Job Title HEAD OF NEW MEDIA ARTS DEVELOPMENT

Context

Watermans is a multi-disciplinary arts centre, housing a 239 seat theatre, a 125 seat cinema, a gallery space, two other exhibition areas, 2 studios, a restaurant and bar, and a foyer area with a standing capacity of 500, all of which provides an adaptable range of facilities for an extensive programme of cultural activities and entertainment.

Watermans is located at the eastern end of the London Borough of Hounslow, and plays an important role in both local and regional arts provision. The borough has an ethnically, socially and economically diverse population, and Watermans' policies reflect the Centre's commitment to meeting the artistic needs of the communities it aims to serve.

Working Principles for Watermans

Watermans is operating in a rapidly changing environment that is both exhilarating and demanding. All our staff must be committed to a common set of principles and to sharing key ground rules:

1. Providing a high quality, exciting and coherent programme is at the heart of Watermans' artistic policy.
2. The needs and aspirations of audiences and users are key to informing and inspiring all aspects of Watermans' work.
3. We operate as an Equal Opportunities employer and equality in the workplace is given the highest possible priority.
4. We operate as a team. Each member of staff needs to be able to give and to take feedback.
5. Planning, monitoring and evaluation are collaborative activities: we all have a role to play in them.
6. We are committed to working collaboratively with external partners, including other cultural providers, local authorities and the regional and national arts funding system.
7. We are willing and open to incorporating relevant change into our working practices. Sometimes this means initiating change ourselves and sometimes it means responding to changes in our work environment.

Purpose of Post

- The Head of New Media Arts Development is a senior post which carries joint responsibility for the development and delivery of Watermans' artistic policy, and for an integrated art form approach to programming.
- The Head of New Media Arts Development has particular responsibility for devising and implementing strategies which create awareness of, and maximise the potential for, the spectrum of digital and media arts practice with the widest possible range of individuals and groups in the Borough of Hounslow and West London. Particular attention will be given to:
 - the potential for digital and media arts to attract and engage with young audiences
 - the potential for digital and new media arts to engage the most diverse possible range of artists, and especially to meet the aspirations of South Asian artists who wish to incorporate new technologies into their work

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The Head of New Media Arts Development will work across art forms to ensure relevance and appeal to the target audiences.

Responsibilities

1. In close consultation with the Director, to produce within the given budget an artistic programme that reflects the principles of Watermans' New Media Arts Strategy and meets the attendance and income targets established in Watermans' Strategic Plan.
2. To develop an artistic programme based on multi-platform uses, that will provide support for the artistic, cultural and community-based objectives of the venue through a year-round programme of exhibitions.
3. To devise with the Director and the Programme Team a programme of weekender festivals with the aim of attracting new audiences.
4. To work with the Head of Participative Arts Development to create an education and outreach programme integral to the artistic programme, particularly (but not exclusively) aimed at young people, to increase understanding and appreciation of the work of digital and media artists.
5. To encourage and support the growth of talent, skills, opportunity and experience of digital and media artists from a diverse range of backgrounds.
6. To exploit the commercial potential of work created for Watermans through digital distribution; to explore the benefits and implications of documentation, electronic storage and distribution of work created at Watermans; to liaise with the Director to ensure that any commercial exploitation provides benefits, whether financial or through PR or both, for Watermans; to take a proactive role in the development of networks of venues with similar audience profiles; to secure partnerships in the development of touring circuits, commissioning consortia, etc.
7. To develop projects which explore and utilise new and advanced technologies creating a West London base for digital and media arts practice.
8. To develop new and enhanced partnerships with organisations which will be able to contribute to the software, kit and know-how to support Watermans' creative and project development expertise.

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9. To work as a team with other members of Watermans' staff, committing to the achievement of the Centre's corporate goals, and both recognising and supporting the contribution of each member to that common purpose.

General responsibilities

1. To respond to general enquiries and deal efficiently with any administration requirements related to the planning and implementation of activities
2. To commit to a high level of customer service that will inform decision making and influence the delivery of services, exceeding the expectations of audiences, participants and stakeholders.
3. Provide reports and information as may be required in the execution of these duties.
4. Undertake any training provided appropriate to the post.
5. Commit to Watermans Equality & Diversity Policy and practice.
6. Undertake any other duties commensurate with these responsibilities as management may require from time to time.

Responsible to: Director

Responsible for: n/a

Liaison with: The post-holder will be required to undertake internal liaison with members of staff, committees and boards, which will include:

1. Attending Programme Team meetings and other staff meetings as required.
2. Making presentations to the Watermans Board as required.

Notes:

1. Working hours are 20 hours per week. Flexible working, including evenings, weekends and Bank Holidays, is essential for this role. A system of time off in lieu applies.

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PERSON SPECIFICATION

Essential Experience and Attributes

1. Experience of working with, and a specialist knowledge of, Digital and New Media Arts and their application in a community focused environment.
2. Familiarity with current and developing practice in digital and media arts practice, both in terms of production and distribution.
3. Experience of curating digital and media arts work.
4. Practical experience of working with artists and across art forms.
5. The ability to work as part of a team with collective responsibility for the devising and implementing of policy, and management of its delivery.
6. The ability to plan and prioritise work, set and meet deadlines and make decisions.
7. High standards of personal organisation.
8. Experience of managing budgets.
9. A commitment to quality in the delivery of services.
10. Understanding of, and commitment to Equal Opportunities.
11. IT experience, computer literacy.

Desirable Experience and Attributes

1. Experience of developing regular programmes of work in a venue.
2. Knowledge of the particular issues which concern communities in the Borough of Hounslow and West London.
3. Previous experience of artist support and development.

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