



## **Circulate Consortium Outer London Strategic Touring**

### **Circulate Programme Internship**

Circulate is an outer London outdoor arts touring consortium comprised of Vision-Redbridge, Watermans, Millfield Theatre, Stratford Circus Arts Centre, OutdoorArts UK and the Greater London Authority. The Consortium is offering a 7 month Programme Internship. This is a unique opportunity for someone with an interest in event marketing, social media communications, the arts or arts administration, who wants to gain valuable experience in a fast paced setting. The successful candidate will deliver London-wide marketing and social media campaigns and support event administration.

Circulate develops high quality outdoor arts provision around Outer London. It delivers touring programmes, audience engagement, artist development and participation activities through a network of venues and strategic partners.

The programme was developed by a consortium of 6 organisations, led by Watermans. Funding is in place for 2020 to deliver a strategic touring programme with audience development at its heart.

The Programme Intern will be employed by Watermans on behalf of the Consortium for a period of 7 months. The post holder will be based at Watermans, working closely with all the Consortium partners; in particular with OutdoorArts UK. The Programme Intern will work one day each week at the OAUK office in King's Cross.

### **Working Principles for the Programme Internship**

The Consortium 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 high quality artistic programming which is both accessible and exciting is fundamental to Circulate.
2. The needs and aspirations of audiences and participants are key to informing and inspiring all aspects of the Consortium's work.
3. We operate as an Equal Opportunities employer and equality both in the workplace and in service delivery 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 community groups, and the regional and national arts funding system.
7. We are willing and open to testing new ideas and incorporating relevant change into our working practices. Sometimes this means initiating change ourselves and sometimes it means responding to changes in our work environment.

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## Purpose of Post

The Programme Intern will support the Programme Manager in the achievement of the Consortium's intended objectives which for 2020, are as follows:

1. Increase provision of high-quality outdoor arts in Outer London
2. Develop outdoor arts programming which has public engagement at the centre of its creative vision
3. Develop national and international relationships to support excellence, innovation and diversity in outdoor arts programming around Outer London
4. Develop new audiences for outdoor arts, especially in areas which currently have lower levels of engagement in the arts
5. Develop an Outer London ring of partners and locations to extend the opportunities for, and long term development of, outdoor arts touring
6. Develop outdoor programmes which extend the existing programmes of the venues and support their further engagement with local communities
7. Develop a strategic relationship between Circulate and the outdoor arts sector to maximise the consortium's impact in Outer London and share its learning more widely
8. Contribute to the development of the outdoor sector's knowledge of audiences & audience development through responsive and dynamic evaluation methodologies
9. Facilitate and distribute cross-venue learning between more and less experienced partners
10. Develop partnerships to embed culture in local regeneration programmes to deliver the social and economic benefits associated with engagement in the arts

The Programme Intern will provide administrative support to the Programme Manager to ensure the effective programme management, development and delivery of the Circulate programme. The post holder will deliver the marketing, communication and social media activity for the consortium programme, including website and social media updates and the monitoring of consortium marketing activity.

The Programme Intern will support the Programme Manager to ensure the programme management for the development and delivery of the Circulate programme is effective, delivers the intended objectives, and is developed with due regard for, and understanding of, the needs and aspirations of stakeholders.

Additionally, the post holder will work closely with OutdoorArts UK, to support outdoor arts social media and marketing, and to support planning preparation and delivery of the annual national conference event in November 2020.

## Responsibilities

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1. Support the effective programme management of the Circulate programme, on behalf of the consortium, to deliver the agreed aims and outcomes of the programme.
2. In liaison with the Circulate Programme Manager and Watermans' Marketing Director, support and monitor the effective marketing of Circulate events according to brand guidelines.
3. In liaison with the Circulate Programme Manager and Watermans' Marketing Director, deliver the social media and communications activity of the Circulate Programme in line with the PR strategy.
4. In liaison with the OAUK Executive Director, develop and deliver the social media and communications activity for the OAUK events programme and for the advocacy and support of the wider Outdoor Arts sector.
5. Support the management of Circulate's events programme, liaising with outdoor artists and companies and the venue partners involved in delivery.
6. Support the delivery of the OAUK events programme, liaising with outdoor artists, companies and stakeholders involved.
7. Capture and manage media assets (photos, film, and audio) to support the effective marketing, communication and evaluation of the Circulate programme.
8. Support the Programme Board, including dissemination of agendas and papers as required, and minuting Consortium meetings.
9. Contribute to the preparation and presentation of reports, briefs and recommendations on key issues and actions to the Programme Board and any sub-groups to facilitate understanding and decision making.
10. Be aware of environmental considerations and minimise environmental harm wherever possible.
11. Work with the Programme Board on legacy planning and fundraising to support future plans

### **General responsibilities**

1. Respond to general enquiries and deal efficiently with any administration requirements related to the consortium's work
2. 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. Work as a team with other members of the consortium, committing to the achievement of the consortium's goals
5. Undertake any training provided by the consortium appropriate to the post.
6. Commit to Watermans' Equality & Diversity Policy and practice.
7. Undertake any other duties commensurate with these responsibilities as management may reasonably require from time to time.

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**Responsible to:** Circulate Programme Manager

**Liaison with:** The consortium and each consortium partner.

Watermans, as managing partner for the consortium, particularly in relation to the overall management of the programme.

Artists, consultants and organisations working with the consortium

**Notes:**

1. The Programme Internship is a full-time post, offered on a seven-month fixed term contract.
2. Working hours are 40 hours per week. Flexible working is essential. A system for time off in lieu applies.

**PERSON SPECIFICATION**

*Essential Experience and Attributes*

1. Organised with excellent attention to detail
2. High levels of computer literacy, including spreadsheets, databases and office applications
3. A keen interest in arts marketing and great understanding of various social media channels
4. Enthusiasm and passion for the arts
5. Ability and confidence to deal with representatives of external bodies and organisations
6. Excellent written and verbal communication skills
7. Ability to work proactively, as a member of a team and independently
8. Demonstrable awareness of, and commitment to, quality in the delivery of services
9. Ability to work effectively under pressure
10. Willingness to undertake further professional development as identified
11. Flexibility to work weekdays, evenings and weekends, and willingness and ability to travel and work in different parts of London and nationally on occasion, with the possibility of overnight stay.
12. A commitment to and understanding of principles of equality diversity and inclusion.



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