

## JOB DESCRIPTION

<b>Job Title:</b>	Associate Producer
<b>Department / Unit:</b>	School of Performing and Digital Arts
<b>Job type</b>	Variable Hours, Fixed-Term, School of Performing and Digital Arts
<b>Grade:</b>	RHUL 3
<b>Accountable to:</b>	Dr Rebecca McCutcheon, Prof Roberta Mock
<b>Accountable for:</b>	n/a
<b>Purpose of the Post</b>	
The role of the Student Associate Producer is to support the planning of the activities, liaising with the different University departments who will be stakeholders in the activities, setting up and monitoring booking systems, being present to support the delivery of activities and to conduct accurate evaluation. This will ensure the smooth running of the pilot season, and the gathering of findings so that we can understand our audiences and communities and develop our external activities further in future years.	
<b>Key Tasks</b>	
<p><b>Preparation for the season:</b>  <b>Mar 10<sup>th</sup> -May 2<sup>nd</sup>:</b></p> <ul style="list-style-type: none"> <li>• Support shortlisting and liaising with various departments and events</li> <li>• Setting up Eventbrite pages for events and monitoring them</li> <li>• On Eventbrite/follow up including how to book parking etc etc</li> <li>• Building PDA local database/mailling list</li> <li>• Co-ordinating internal schedule issues with participants</li> <li>• Liaising with webpage managers to create web and SM posts sharing details and previews of the season</li> <li>• Recruitment and management of student volunteers</li> <li>• Provide key liaison internal to PDA (PLAY! Festival team, PDA Admin) and with wider University departments (Marketing, Events, Security, Car Parking, Students Union), and provide link and information to external stakeholders (Surrey Council, Surrey Arts Services, local Arts Fora, communities partners, schools)</li> <li>• Create template text for brochure and webpages, and collate materials provided by individual events</li> <li>• Support and input on print and web design and visuals</li> </ul> <p><b>During the season: May 2-June 2</b></p> <ul style="list-style-type: none"> <li>• Promoting the season and individual events across our networks virtually and physically</li> <li>• Supporting visitors to campus</li> </ul>	

- Ongoing liaison between season and technical team, with physical presence at each of the Pilot events to support FoH
- Working with University marketing team to identify audiences and engage with them
- Ongoing support and management of student volunteers
- Posting on PDA SM accounts before and after events
- Arranging/meeting and greeting visitors to the campus
- Sending Eventbrite reminders to audiences and responding to queries

#### **Monitoring and documentation activities: May 6-June 2**

- Monitoring who is coming and to what – through physical monitoring and through Eventbrite
- Gathering audience feedback on activities
- Documentation of activities through photos and film

#### **Evaluation & legacy: June 2nd-6th**

- Collate gathered data from audience and participants
- Analyse and in consultation with staff create a brief report outlining the activities and their benefits plus any learnings
- Prepare and upload legacy web-pages materials for the season.

#### **Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

#### **Internal and external relationships**

The following list is not exhaustive, but the post holder will be required to liaise with:

PLAY! Festival team

Drama department team including technical, admin and academics

Marketing and Events

Estates

Students Union

Surrey Council Arts Lead

Surrey Arts Forum

Local arts and community organisations

Audio Visual team

## PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

**Job Title:** Associate Producer

**School:** School of Performing and Digital Arts

	Essential	Desirable	Tested by Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
Qualified first aider		X	A
<b>Experience</b>			
Collaboration on arts or community activities	X		AF
Front of House activities	X		AF
Programming and scheduling arts activities		X	AF
Producing theatre/events management		X	I
Liaising across departments with relevant stakeholders	X		AF
Managing volunteers		X	I
Managing and monitoring public facing information sources including Eventbrite, SM, webpages		X	AF
<b>Skills and Abilities</b>			
Ability to work with external and internal stakeholders to plan activities and to support e.g. front of house	X		AF
Ability to communicate planning effectively	X		AF
Ability to monitoring attendance, and documenting event including audience questionnaires and photos	X		AF
Ability to write effective copy for SM, and other public facing media	X		AF
Ability to analyse and summarise findings and provide report and recommendations to build on success	X		AF
An understanding of and commitment to the principles of equality, diversity, and inclusion	X		I