

Programme Producer

Role Profile

Service: Strategy & Resources Directorate - Customer Service, Libraries and Culture Service
Band: Band 6
Reporting to: Venue Manager
Responsible for: Programme & Audience Insights Coordinator, freelance curatorial/producers



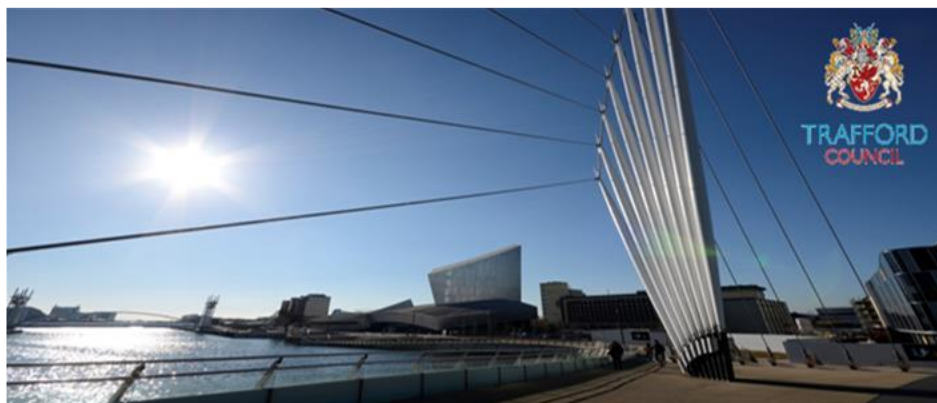
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

Waterside is an award-winning, vibrant destination for performance, culture and events in the heart of Sale in Trafford, Greater Manchester. Opening in 2004, the venue and has built a strong reputation for delivering high quality and engaging work, ranging from family theatre, interactive arts activity, performance, live music and regular comedy as well as high profile visual arts exhibitions.

With an important role to play in the local community, the venue welcomes over 100,000 visitors per year, whilst delivering three annual festivals attracting over 20,000 visitors and engages with residents through the established participation programme. More information about our venue and our work can be found at <https://watersidearts.org/>.

The Programme Producer sits within the Waterside management structure and plays a critical role in shaping and delivering an ambitious, high-quality artistic programme. The role supports the sustainability, profile and impact of the venue by developing and producing artistic work that aligns with the vision, enhances audience reach and contributes to the cultural life of Trafford and the wider region.

Your Main Priorities

- Provide overall artistic leadership for Waterside's programme, ensuring a coherent, high-quality and accessible artistic output across visual arts, performing arts, participatory activity, community productions and festivals.
- Develop and embed the artistic policy for the venue, encouraging collaboration, cross-artform working and a joined-up artistic vision that aligns with the vision and Council priorities.
- Develop, deliver and continuously improve an ambitious, diverse and financially sustainable artistic programme that supports Waterside's vision, audience development and commercial objectives.

- Build and maintain strong relationships with artists, promoters, partners, funders and communities to enhance the venue's cultural offer, reputation, access, inclusion and income generation.

Key Duties

- Planning, developing and delivering an annual artistic programme across multiple genres (including theatre, comedy, music, visual arts, film and participatory activity), ensuring alignment with Waterside's vision and audience objectives.
- Identifying, negotiating and securing high-quality visiting productions and partnerships, maximising artistic value and financial return through effective deal-making.
- Producing and co-producing in-house artistic work from conception to completion, including responsibility for creative teams, budget, schedules, contracting and delivery outcomes.
- Developing and managing production and programme budgets, ensuring financial control, accurate forecasting and value for money to support the venue's sustainability.
- Working closely with the Venue Manager and Management Team to ensure coherence between artistic programming, commercial activity and operational planning and collaborating with the Marketing Manager to plan and deliver effective marketing campaigns that support ticket sales, audience development and brand positioning.
- Building and maintaining productive relationships with local, regional and national artists, promoters, arts organisations, community productions, venues and networks to enhance the venue's profile and programme.
- Leading and overseeing artist development initiatives, including opportunities for local, regional and community artists and creative practitioners, identifying opportunities for joint working, touring, co-productions and external partnerships to extend the reach and impact of the programme.
- Curating and overseeing in-house productions, commissions and festivals (currently Pride in Trafford, Refract, Prism) from an artistic perspective and developing participatory and community focused arts activity, ensuring access to Waterside for diverse audiences and targeted groups.
- Supporting the development of the visual arts programme in collaboration with the wider team.
- Preparing business cases, funding applications and reports for significant projects, including applications to external funders such as Arts Council England and members of the Steering Board.
- Providing line management, support and performance management of the Programme and Audience Insights Coordinator, together with oversight of freelance development producers or creative teams.
- Overseeing the contracting, settlements and financial outturn for artistic engagements, monitoring performance, audience feedback and sector trends, using data and insight to inform programming decisions and continuous improvement.
- Undertaking any other duties which are commensurate with the grade of the role and which may be required by the Service.

About You

Qualifications and Professional Development

- GCSE English and Mathematics (Grade A–C / 9–4) or equivalent
- Degree level qualification or equivalent professional experience in arts/cultural management or production
- Evidence of ongoing professional development within arts programming, producing or cultural management

Experience and Knowledge

- Significant experience of producing and/or co-producing professional arts or theatre productions, including responsibility for budgets and contracts
- Experience of programming a range of performing arts activity within a venue, festival or similar cultural environment
- Knowledge of the UK arts and cultural sector, including current trends, funding models and audience development practice
- Experience of negotiating contracts and financial agreements with artists, companies and promoters
- Experience of working collaboratively with creative teams, partners and stakeholders to deliver artistic projects
- Experience of supporting artist development and/or community-based creative activity
- Understanding of access, inclusion and diversity in artistic programming and audience engagement
- Knowledge of funding bodies and investment processes, including Arts Council England

Skills and abilities

- Strong artistic judgement with the ability to balance creative ambition, audience appeal and financial sustainability
- Excellent planning, organisational and scheduling skills, with the ability to manage multiple projects and deadlines
- Financial management skills, including budgeting, forecasting and monitoring expenditure
- Effective negotiation skills with the ability to reach agreements and manage relationships constructively
- Strong communication and interpersonal skills, able to build positive working relationships with a wide range of stakeholders
- Ability to analyse data, audience insight and feedback to inform decision-making and evaluation
- Collaborative working style, contributing positively to management teams and cross-service working

- Ability to work flexibly, respond to change and solve problems in a complex cultural environment
- Ability to motivate support and line manage/supervise others whilst ensuring high quality performance

Special Conditions

- Willing and able to work evenings and weekends as required, with time off in lieu
- Willing and able to travel to sites within the Trafford Borough and region as required

Date prepared/revised	15.7.26 (new)
Prepared/revised by	Darren Adams / Jemma Baines
Job Evaluation	15.7.26

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.