



Hello,

Thank you for your interest in the role of Music and Events Producer at The Yard.

Please read all the information provided in this pack. To apply, please complete this application form online <https://goo.gl/forms/Zkl4PyUKSF9ClbgT2>. Please do not submit a CV.

If you have any questions about the role, or if you require the forms in a different format, please don't hesitate to contact us at [recruitment@theyardtheatre.co.uk](mailto:recruitment@theyardtheatre.co.uk) or by calling 020 3111 0570.

Applications must be received no later than **5pm on Tuesday 26 March 2019**.

Interviews will be held on **Friday 29 March 2019**.

We look forward to reading your application.

Kind regards,

Ashleigh Wheeler  
Theatre Producer

## ABOUT THE YARD

In 2011 a group of volunteers, led by Jay Miller, converted a disused warehouse in Hackney Wick into a theatre, bar and kitchen. We called it The Yard. Due to be here for 3 months, we are still here 8 years later and, as recognition of our success, in 2018 The Yard joined the Arts Council's National Portfolio.

### Theatre

The Yard provides a safe space for artists to grow new ideas, and for audiences to access outstanding new work. A multi-award winning theatre and described as *"the most important theatre in east London"* (Time Out), The Yard is committed to:

- Discovering and developing new artists.
- Exposing stories from the edges of society.
- Interrogating the process of writing for performance.

In an area buzzing with artists and potential, The Yard has rapidly established itself as a theatrical necessity, with a reputation for upending theatrical tradition and, injecting creativity and fearlessness into wider contemporary culture. We've supported artists to produce ambitious new work that communicates contemporary, unheard stories and ideas in new, innovative theatrical forms. Producing bold, politically-charged, unapologetically live new work, our success has led to two transfers to the National Theatre, international tours and partnerships with theatres including the Royal Court and Young Vic. Through our ability to identify artists and inspire new work, The Yard has become a leader in the future of theatre.

***"It's a beacon of exciting, progressive new work in theatre-poor east London and a real model for what a theatre can and should be in the twenty-first century"* Time Out**

### Music and Events

Since opening in 2011, The Yard has become one of London's most exciting venues for late-night events and new music. Working with nationally renowned promoters and new collectives, through our Music and Events programme we host over 100 late-night music events each year, which fill our bar with people dancing until the early hours. The programme provides a vital platform for artists and audiences from under-represented groups in London's cultural landscape.

***"Hackney Wick's current go-to spot"* Time Out**

We are known as a home for parties you can't find anywhere else, from events for queer people folk from the MENA diaspora, to performance-art parties hosting the most exciting performance artists around. We partner with and host a diverse range of promoters, parties and organisations, from some of the biggest brands - like RBMA and Boiler Room - to new promoters and collectives who we support to grow. Through our support, we've helped to catalyse the growth of some of London's most exciting parties such as Pxy Palace, Knickerbocker, Murder on Zidane's Floor, Pride of Arabia, Inferno and more. We also produce and promote events in-house, securing The Yard as a leading space in London for new experiences. Alongside our music, we host a range of events and hires, including weddings, film festivals, concerts and comedy shows. Press features about The Yard, such as this recent feature in [New York Times](#), acknowledge us as one of London's most inspiring new venues.

***"The Yard has managed to carve a niche as a lighthearted venue that programmes interesting contemporary dance and theatre, as well as some of the best underground nights in the city"* The Guardian**

### Local

Bordering Tower Hamlets and Hackney, and next to the Olympic Park, The Yard is in a rapidly changing part of the UK. We are a key part of the fabric of Hackney Wick, a recognised and respected grassroots venue that has grown with the community since 2011. Our local programme focuses on ensuring young people have access to the arts, and using our spaces to

bring local residents together. We aim to deliver a civic service as a theatre, build community cohesion and ensure The Yard is representative of our diverse locale.

We run a community centre, Hub67, from which we deliver innovative, creative activity for local residents, with a focus on children and young people. Each week we welcome over 80 local people through the doors of Hub67 to take part in high-quality, meaningful activity. We are shortly set to open a second community space in East Village. This space will serve the local residents of E20, providing a hireable venue for events and meetings, a space for participatory activity, workshops and classes, and a place for the community to come together.

## **MUSIC AND EVENTS PRODUCER** **JOB DESCRIPTION**

The Yard is a fully independent multi-purpose arts venue. Through our Music and Events programme we provide a space for diverse and exciting artists, promoters and collectives, supporting them to create unique events that fill our 250 capacity space.

The Music and Events Producer will be the driving force behind this, developing and delivering an exciting programme that inspires audiences and meets ambitious financial goals. They will seek out and programme new and diverse parties, which reflect The Yard's mission and ethos, and represent some of the best new music talent in the UK. They will manage key relationships with collaborators, as well as internal relationships with security contractors and The Yard team, to effectively programme, plan, manage and evaluate events. They'll ensure technical and logistical needs are facilitated and financial targets are met or exceeded.

### **Job Details**

Responsible to:	Theatre Producer, who heads up the Programme team
Responsible for:	Music and Events Coordinator; Security contractors
Key relationships:	DJs, promoters, external hirers and collaborators, Bar & Venue and Technical teams, Programme team
Start date:	Commencing Monday 29 April 2019
Contract:	Fixed term contract to May 2021
Hours:	4 or 5 days per week, to be decided with the post-holder. This will include office hours (within Monday - Friday 10am - 6pm) plus evenings and weekends as required to support the delivery of events and hires
Pay:	£23K - £26K pro rata dependent on experience
Annual Leave:	20 days pro rata of annual leave plus Public Holidays, rising to 25 pro rata after 12 months of service

### **Benefits**

- Training and development opportunities
- Personal complimentary ticket for all performances and events at The Yard, as well as one complimentary ticket for a guest (all members of the team are encouraged to contribute to the artistic life of the venue)
- Staff discount at The Yard bar and kitchen
- Pension: as part of auto-enrolment you may be eligible for The People's Pension

### **Equal Opportunities**

The Yard is an equal opportunities employer. We're working hard to make sure all aspects of our theatre are representative of the world we live in. We are also committed to meeting all access requirements; just let us know what you need.

## **Key Responsibilities**

### **Programming:**

- Create a programme of events that speaks to The Yard's mission, ethos and brand, and meets financial targets through bar sales and hires income
- Programme events in addition to the core late-night Friday/Saturday music programme; these can include but are not limited to film events, comedy, live music, talks, fairs, festivals
- Work with the Theatre Producer to secure additional hires of the bar and theatre space in order to meet financial targets and make best use of our spaces
- Manage relationships with collaborators, artists and promoters, maintaining strong communications and supporting them to create outstanding events
- Be a contact for music and event enquiries, responding to and facilitating requests
- Strategise the future of the programme, working with the Theatre Producer to identify opportunities for investment, growth and new strategic relationships
- Work with the Music and Events Coordinator to identify, seek out and connect with exciting and diverse events, artists and collectives from across the UK
- Work with the Programme team (Theatre, Local, Music and Events) to find points of connection between the programmes, attending Programme, Planning and Evaluation meetings, and creating events and seasons of work as appropriate

### **Producing:**

- Produce in-house events that contribute to The Yard's programme artistically and financially, securing income through ticket sales and bar income
- Develop and take forward appropriate contracts for the programme, ensuring these are signed in sufficient time
- Together with the Music and Events Coordinator, issue paperwork (policies, risk assessments, invoices, info packs) ensuring these are seen, signed and paid in sufficient time, as appropriate
- Monitor income and expenditure for the programme, including creating a cashflow for the year and reporting on any expected changes
- Analyse and report on the profitability of the programme, ensuring targets are met or exceeded, and opportunities for growth are identified and acted upon
- Lead the planning of operational and technical requirements for events, working with the Venue team to ensure needs are met and events are appropriately resourced
- Support the Music and Events Coordinator to ensure The Yard provides an outstanding level of service to promoters, artists and audiences during events
- With the Bar and Venue Manager and the Executive Director, work with the relevant Local Authorities including the Police and Tower Hamlets Council, to ensure the programme meets the terms of our license and The Yard is a leader in the local night-time economy
- When necessary and to support the Music and Events Coordinator's responsibilities, act as duty manager for Music events, preparing the space and the staff, being the first point of contact, and monitoring the success of the event
- Work with the Development Officer to identify opportunities to further support the programme through fundraising, writing and monitoring applications as needed

### **Marketing and audiences**

- Collaborate with the Marketing and Communications Manager to strategise and deliver marketing and press campaigns that communicate the programme, ensuring The Yard is known as one of the most exciting venues for new music in London
- Work with the Music and Events Coordinator to make sure The Yard website and social media profiles are up to date
- Create content to promote the programme as appropriate e.g. copy, blogs, photography, social media posts
- Collect and analyse data and evaluation information on our attendees, to generate an understanding of who our audiences are and what they want
- Work with the Marketing and Venue teams to ensure the programme is promoted within

The Yard's spaces

- Work with the Music and Events Coordinator to ensure The Yard's teams have an awareness and understanding of the music and events programme and can communicate that knowledge to audiences

### **General**

- Act as an ambassador for The Yard Theatre, upholding the values it represents
- Always look for ways to improve The Yard and actively feedback constructive ideas
- Always be warm, friendly, professional and approachable
- Support your colleagues at all times and be prepared to take on any other reasonable duty, as required, to ensure the organisation always performs at its best
- Take professional pride in how The Yard building looks
- Be a dedicated key holder for the building
- Comply with The Yard's policies including Equality and Opportunities, Health and Safety, Fire, Safeguarding, and all those included in the Organisation Handbook
- Attend company meetings to share news and developments with the whole team

### **Person Specification**

#### **Essential Skills & Experience:**

- At least 3 years working in the arts, music or the night-time economy, within producing or event management. This can be in an organisation, independently or part of a collective
- Experience of programming or curating events, festivals or venues
- Experience of marketing and promotion of late-night events
- Experience managing budgets and reporting on financial performance
- A thorough understanding of London's current nightlife and night-time economy
- Computer literate with experience of Google Docs/Drive, Microsoft Word, Outlook, and Excel

#### **Desirable Skills & Experience:**

- Experience of set-up and use of DJ and sound equipment and sound systems
- Experience duty-managing late-night events
- Experience reaching new audiences
- Experience managing staff members or freelancers
- Knowledge and understanding of The Yard's programmes

#### **Working style and Interests**

- An independent, self-motivated approach to work, with a desire to generate and realise new ideas
- A willingness to work collaboratively with different teams to realise ambitious artistic and financial goals
- A proven ability to prioritise a demanding workload and stay calm under pressure
- Outstanding communication skills in both email and in person
- An interest in supporting colleagues and collaborators to develop their professional practice and grow their skills
- A keen interest in mixed-use cultural buildings, theatre/performance, or participatory/community arts
- The ability and willingness to work flexible hours, including evenings and weekends when necessary

**This is a guide to the role of the Music and Events Producer. Responsibilities are likely to evolve with the post-holder.**