

# THAT MATT ROGERS PROJECT

## CREATIVE PRODUCER BRIEF 2021

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### The Role

I see a producer as someone whose focus is maximising the amount of time I spend making art whilst ensuring that art is experienced by as wide an audience as possible.

I am looking for a producer to work in partnership with me in developing my work and practice over a series of projects. These will primarily be performance based but could include photography, installation and video work as well.

The producer will be involved in all stages of planning and delivery of various projects.

From pre-production planning where they will help to shape the most effective form of an idea, through development where they will act as a point of contact, for partners, artists, and freelancers alike.

They will be someone who has a keen awareness of the regional and national arts landscape and feel equipped to both strategise and deliver methods for maximising the long term impact of the body of work that we'll be developing, as opposed to merely focusing on the short term goal of marketing a single project..

### Expectations

Initially I would be looking to work with a producer on a one day per week basis, which will always include a meeting which orients us both in terms of our short term and long term needs and goals. The specific working day can be somewhat flexible in terms of how hours are split over any given week; however, it would be advantageous to have a specific weekday in which you can reliably be expected to respond to communications from outside partners.

I would expect the producer to have an awareness of the various funding and partnership opportunities that emerge and be able to help me navigate which opportunities are appropriate for which project, and whether a given opportunity is worth developing a new project pitch for.

# Payment

In the longer term I would be looking to fundraise for this role to come with a fee of £25k pro rata with a number of days per week negotiated between myself and the producer. However, this current role has an initial funded trial period of 15 days work for a fixed fee of £1500.

# Responsibilities

Whilst the specific brief will be developed in collaboration between myself and the producer, this is the general guideline that we will be building from.

This is a varied role that shifts significantly depending on what stage each project has reached. So this list represents the tasks that will be encountered over the course of a year.

## Finance

- Taking a lead on financial and project planning elements of funding applications
- Managing project budget cashflow & bookkeeping
- Procuring and paying invoices and expense claim forms
- Overseeing financial reporting to ACE

## Offers & Contracting

- Drafting and sending formal offers to all creatives and performers.
- Drafting all contracts for performers and creative team
- Liaising with partner venues regarding co-production and presentation contracts, feeding back on drafts.

## Creative

- Co-develop creative projects with lead artist
- Highlight key funding and residency opportunities at a regional and national level
- Support the creative process as required.

## Developing/Maintaining Partnerships

- Maintain good relations with past and potential future partners
- Booking tours/organising venues for public exhibition dependent on project needs.

## Production Process

- Being the main point of contact with venues, promoters and partners.
- Support Lead Artist in overseeing and reconcile the Production Budget

- Supporting and advising on procurement of staff and materials where appropriate and required
- Scheduling production meetings, dissemination production deadlines and meetings, being present at and minuting meetings
- Ensuring creative and production team are aware of brief and remit and ensuring deadlines are met
- Supporting staffing scheduling and managing overtime budget if applicable

## Liaison & Logistics

- Being an available main point of contact with venue marketing, producing and technical teams - ensuring they are up to speed with the development of the production
- Being the main point of contact with the creative team
- Supporting the rehearsal and production process as required
- Booking all travel and accommodation for creative team and cast where required
- Supporting Production Manager/s with relevant tour logistics including but not limited to van hire, technical hires and storage

## Marketing & Engagement

- Take the lead on developing PR and marketing strategies.
- Be the main point of contact for PR and marketing. Oversee development of PR campaign and release, ensure smooth running of PR campaign between partners
- Oversee the creation and distribution of print
- Oversee the creation and distribution of digital assets
- Work together with venue marketing teams to maximise on marketing opportunities and sales
- Procure sales reports and distribute as required
- Work with the Lead Artist to shape, create and deliver engagement activities, including special events, embedded ambassadors, as required.

## Admin & General

- Oversee admin and delivery as required keeping the project administered to a high standard and keeping accurate reports
- Ensure valid and comprehensive insurance policy is in place for the production
- Oversee PRS return if required