



CREATIVE PRODUCER

(with additional responsibility for Managing Marketing)

12 month freelance contract September 2025 - September 2026

(An earlier start date is possible)

3 days per week: FTE £34,440 - £143.50 per day

Who we are

Valley Arts (registered as Chew Valley Performing Arts) is a performing arts charity rooted in the rural Chew Valley community between Bristol and Bath. Our vision is for everyone in rural communities to be entertained, inspired and supported by the arts, through access to high quality, thought-provoking and diverse live performance without barriers. We want to be part of a world where creativity is enjoyed by everyone.

We offer a year-round programme of events and activities including regular professional performances in village venues, a thriving weekly youth theatre, holiday clubs and school workshops and outdoor summer performances. This all culminates each year in a vibrant month-long autumn Fringe Festival. In 2024 we introduced our first co created community performance, 'Rising Waters'.

2025 has been an opportunity to develop our presence and impact both in the Chew Valley and further afield and celebrate our 10th anniversary. We are creating and performing 'Hidden Voices' in July, delivering our Winter and Summer programmes including the Yeo Valley Garden events and, depending on Arts Council Grants received, present the annual Festival. We are starting work on a larger scale community performance for Summer 2026.

What we'd like to achieve moving through 2025 into 2026:

We have spent the last 24 months deepening our understanding of audiences across our communities, developing new partnerships and collaborations, and creating new opportunities for people to connect with the arts.

Supported by Arts Council England and building on previous work with seniors, young people, and local creatives in July 2024 we created a memorable community performance called 'Rising Waters' which has led to the development of 'Hidden Voices' this summer. Plans for a large scale project in 2026 will sit alongside our year long programme of events and activities.

We are also working on financial sustainability by introducing our Friend's Scheme and will also explore other ways of raising money such as local sponsors and other funding bodies. This will be supported by a drive towards increased efficiency and prioritisation within our staff team to help us deliver our strategic goals.



We will continue to build partnerships with our volunteers, artists and local organisations – and continue to build awareness of what we do and embed us even more within the local community.

What does this look like in practice?

- 'Voice of the Valley' – using this consultation (January 2025) to further understand our community and use their ideas to fuel and invigorate what we offer at Valley Arts.
- 'Hidden Voices' - after the success of 'Rising Waters' at Yeo Valley Organic Gardens last summer, we're making a short film and performance exploring unheard stories and unsung heroes of the Chew Valley. Ideas from this will be developed into a performance at The Community Farm in July 2025
- Fringe Festival 2025 – will run from October to November and submissions have been received from local artists.
- Schools programme - we deliver creative workshops within 6 local primary schools and will extend this to 8 primaries and increase involvement with the local secondary school.
- Theatre-makers - this group created 'Rising Waters' in 2024 and the same team are co creating 'Hidden Voices' within the community. This is part of our artist development pipeline from primary school through to our artist groups, giving people the opportunity to engage with the arts at every age.
- Local musicians - regular Open Mic, Jazz Jam and Showcase opportunities for budding musicians of all ages.
- Adult Performance Company - led by a professional director and runs regularly
- Volunteers – we have over 50 FOH volunteers and we hope to embed the volunteer experience within other areas of Valley Arts including marketing, distribution, FOH, administration and project delivery.
- Friends' Scheme – exciting new membership opportunity launched in 2025 alongside 'The Big Give' to make sure we are still here in 2035.

The role

In this role you will be part of and help to lead our small dedicated team, supported by an active board of Trustees. This will be a very outward facing role and will involve delivering community performances such as 'Hidden Voices', and producing our core programme of year round events and activities. This will include regular events in local venues and a summer programme at Yeo Valley Organic Gardens, followed by the Fringe Festival in the autumn. The role will continue to develop local partnerships by communicating proactively and creatively with community members, volunteers and local partners. You will also be responsible for coordinating and overseeing all marketing which will be delivered by other members of the team.

Core responsibilities - Creative Producer:

- Working closely with the Events Coordinator, produce events at local venues, including a summer season at Yeo Valley Organic Gardens and the Autumn Fringe Festival.



- Draw up agreements with all visiting companies and manage technical requirements.
- People - recruit, manage, motivate and train volunteers including managing rotas at events and distributing marketing material.
- Fundraise for grants, trusts and foundations for future projects, again with support from the board
- Manage timeline, budget and final evaluation of successful grant applications including the collection of data including a final activity schedule and reconciled budget.
- Manage project budgets and work closely with board member responsible for finances keeping all financial data up to date.
- Develop our Valley Theatre Makers group and support a developing local music group
- Working with the Education Coordinator, support planned activities in schools, youth theatre and holiday club provision.
- Build partnerships with existing community groups/individuals and especially those working with seniors and young people.
- Manage events as part of our year-round programme including some as lead coordinator.
- Manage the health and safety for all project activities, including preparing risk assessments.
- Manage Venue operation guidelines, inc use of lighting, audio, bar, furniture, emergencies etc.
- Following the success of 'Rising Waters' and "Hidden Voices', plan and deliver future cocreated community projects with existing creative teams against agreed timelines and budgets.

Extra responsibilities – Marketing Manager

- Manage the Marketing Strategy and Plan including budget, schedule and activity to communicate and celebrate our story through the year.
- Manage the Social and Print Media Coordinator (including renewal of annual contract) who delivers the Print & press plan, places adverts, regular newsletters, undertakes print and social media research, and manages all social media channels
- Liaise with the Event Coordinator in delivery of our digital marketing content including the website, email, ticketing and production and delivery of our brochures.
- Manage signage and promotional material (posters) for events and distribute the material using staff/volunteers and make sure all events are photographed/videoed.
- Liaise with the Lead Trustee responsible for Communications to review and approve Marketing Strategy and promotion content including:
 - Media supplier selection
 - print and press content
 - digital marketing tools

Additional responsibilities



- Stay informed about relevant activities going on in the area, key dates and developments which may impact the work of Valley Arts.
- Maintain a good overview of the booking diary, and a good understanding of the operational running of Valley Arts.
- Support Event Coordinator to ascertain tech requirements from visiting performers and help plan the audience experience at Valley Arts events.
- Support efforts to diversify fundraising by building relationships with local sponsors/advertisers and help manage sponsor relationships.
- Help trustees in building relationships with local partners, schools and community organisations.
- Contribute to the monthly activity report for Trustee meetings.
- Attend monthly Trustee meetings as required
- Act as an enthusiastic advocate and champion for Valley Arts and have a thorough understanding of the charity's mission, vision and aims.

Skills and experience

The successful candidate will be able to demonstrate:

- Recent experience of working as a producer with/for creative organisations - ideally in a rural arts context
- Be based in or very near the Chew Valley with good local knowledge of the area
- Recent successful fundraising experience, especially with Arts Council England
- Current experience managing budgets, overseeing evaluation, and writing project reports.
- Experience of engaging, developing and/or communicating with diverse audiences
- Ability to work on own initiative and within a small team, managing and prioritising a complex workload with attention to detail.
- Excellent communication skills, both verbally and in written form, with good listening skills.
- Excellent organisation skills and ability to work in an efficient, confident and tactful way with proven experience of managing multiple work strands.
- IT Skills in Microsoft Office (or similar) including working with spreadsheets and Google Drive
- Good Health and Safety and Safeguarding knowledge and good understanding of data privacy under GDPR
- Passion for the performing arts and the positive impact it can have on communities.
- Understanding of and proactive approach to inclusion and access including neurodiversity, mental health, age, ethnicity and class

Role summary

Reports to: Lead trustees – Geraldine Hill-Male, Patrick Waldock

Relationships: Trustees, Events Coordinator, Education Coordinator

Direct Reports: Social and Print Media Coordinator



- Start date:** September 1st 2025 with up to 10 days hand over with current incumbent to be arranged if possible
- Duration:** 12 month contract on a freelance basis, with intention to extend.
- Hours:** Part time hours, approximately 3 days/week, to be worked flexibly.
These may be increased during exceptionally busy periods as mutually agreed
- Holidays:** Holidays (unpaid) will be taken as mutually agreed.
Whilst this is flexible, holidays taken through the year should not exceed 25 days without prior agreement
- Place of work:** Home working and at venues around the Chew Valley as required
- Other:** Own IT equipment, phone and transport required
- Fee:** Fee £143.50/day FTE £34,440 (for a 48 week year)

To apply

Please send your CV (no more than three pages) and a covering letter (no more than two pages) explaining your suitability for the role to Geraldine Hill-Male at geraldine.hill-male@valley-arts.co.uk by midnight on Wednesday May 14th. Interviews will be held online on Tuesday May 20th and/or Wednesday May 21st and we will notify you if you are invited to attend by 6pm on Friday 16th May.

If this way of applying isn't accessible or comfortable for you, please contact Geraldine Hill-Male to discuss a more suitable way of applying and how we might be able to support you. Geraldine is also happy to answer any questions you may have, or have an informal chat about the role.

We believe our work will be stronger with greater diversity and welcome applications from those who bring balance to our team. Valley Arts welcomes the whole person to work, and we understand that each of us brings our experiences, our backgrounds and our own unique lens to what we do