



Photo: Ikin Yum

JOB PACK

**CREATIVE ENGAGEMENT ASSOCIATE (FIXED
TERM)**

RECRUITMENT: CREATIVE ENGAGEMENT ASSOCIATE (FIXED TERM)

Thank you for your interest in the role of Creative Engagement Associate at New Earth Theatre. Following our successful application to the Cultural Recovery Fund Round 2, we are currently recruiting for a committed and passionate individual keen to join our small and friendly team to help us to research our audiences and grow our programme reach, with particular focus on our New Earth Academy strands.

This is the application pack in regular print. For other versions of this application pack, please visit our website www.newearththeatre.org.uk.

Please read through the information below, and to apply, send a CV and cover letter with a completed equal opportunities monitoring form to the team at admin@newearththeatre.org.uk. A video up to 10 minutes in length can replace a cover letter if preferred.

The deadline for applications is 12pm on Friday 23rd April 2021.

We will notify applicants with the outcome by email, with shortlisted applicants being invited to an interview. Interviews will take place online on Wednesday 28th April 2021.

If you have any questions about the role, would like an informal chat, require the documents to be in a different format or need any adjustments made in order to apply and/or attend an interview, please get in touch on the email above.

As a BESEA (British East and South East Asian) theatre company, it is important to us that the people who work with New Earth reflect the diverse communities we work with. We welcome people from all backgrounds and lived experiences and particularly encourage applications from those from underrepresented backgrounds, including those who identify as BESEA* or any other ethnic minority, d/Deaf or disabled, LGBT+ and/or working class.

We look forward to reading your application.

Kumiko, Lian, Tammie and Jordan

New Earth Theatre

*We use the term BESEA to mean those who identify as East Asian or South East Asian living and working in the UK

ABOUT THE COMPANY

New Earth Theatre is a British East and South East Asian (BESEA) theatre company and charity based in London, founded in 1995 and led by artistic director Kumiko Mendl. We address the underrepresentation of BESEA artists and work through our productions, training and participatory programmes. We produce new work that asks key questions of identity, of the world we live in and our place in that world as well as provide key development opportunities for BESEA talent through the New Earth Academy courses and Professional Writers Programme. New Earth Theatre is a National Portfolio Organisation of Arts Council England, a registered charity and a company limited by guarantee.

For more information about the company's work please visit our website

www.newearththeatre.org.uk

ABOUT NEW EARTH ACADEMY

Now in its 12th year, New Earth Academy offers BESEAs with an interest in the arts introductory courses exploring acting, writing and technical theatre. The academies have a class size of between 10 and 16 participants, and bring together BESEAs across the UK; some already working as professional actors but with little or no formal training, others keen to make creative connections and develop their skills.

In 2020/21 we doubled the number of academies from 2 (2018/19) to 4, and increased the number of participants from 30 to 50. To date, there are 155 academy alumni, with at least 75 actively involved in the arts and 44 working as professional actors represented by agents, registered with Spotlight and/or working outside of the UK.

Our performers academy began at ALRA South in London, and has since grown to offer courses in the North West, Midlands and South of England. This will be the second year we are offering writing academies (in the North West and the Midlands) and the first year we are offering a UK-wide offstage academy.

Our partners and supporters for the academies are: The Lowry, Manchester Royal Exchange, HOME, Contact, Manchester International Festival, Z-arts, Horizons Collective, Birmingham Hippodrome, Birmingham Conservatoire, ALRA, LAMDA, ArtsEd, Belgrade Theatre Coventry, Mountview, East 15, Drama Studio, Royal Central School of Speech and Drama and Rose Bruford College. The Writers Academies are supported by the Esmée Fairbairn Foundation.

Job Title: Creative Engagement Associate

Reporting to: Artistic Director and Executive Producer

Contract: 6-Month Fixed Term Contract at £12,000 (£24,000 per annum pro rata)

Hours: Full time (40 hours per week), but we are open to discussing offers of a longer engagement period with part time working.

Start Date: Available for immediate start

The funding from the Cultural Recovery Fund gives us the opportunity to build a better picture of the BESEA community landscape in the UK and deepen our understanding of the reach of our programmes and productions. The Creative Engagement Associate has a participation and audience engagement focus, working on our New Earth Academy strands and other public-facing activity. It is initially a fixed term contract, with a possibility of extension should we be successful in securing funding for the role.

Scope of Work:

1. Build the reach of our 6 New Earth Academies, audience development initiatives and other public facing activity through on the ground engagement.
2. Undertake community research and partnership building with a view to developing a Performers Academy strand in Yorkshire and the North East in 2022/23.
3. Research our current geographical spread and develop an Ambassadors network that engages with alumni across the UK.
4. Where appropriate, plan, organise and run creative participatory workshops with BESEA communities

Responsibilities:

1. Community and Audience Engagement

- Evaluate data from current and previous New Earth Academy applications, productions and programmes and identify areas of high and low engagement, looking for opportunities to engage with new and existing audiences and participants in the BESEA community.
- Support the Marketing and Digital Content Manager and programme partners to develop and implement specific audience and participation engagement initiatives that build the reach of the New Earth Academies and our public-facing activity. This includes our touring production of *Miss Julie*, oral history project and production of *Tsunagu Connect* and audience development work we are undertaking with Vietnamese communities in Deptford.
- Engage with Academy partners to explore engagement opportunities and pathways for participants once the course has ended, and write up case studies.

- Engage with Academy Alumni to create and develop an active Ambassadors network across the UK that can spread the word about productions and opportunities.
- In consultation with the Artistic Director develop creative participatory workshops to build interest in arts engagement amongst BESEA communities in targeted areas

2. **Research into Yorkshire and the North East**

- Support the Artistic Director with reaching organisations in the North East to explore potential partners for a Yorkshire and North East Performers Academy.
- Research and engage with individuals and the communities in the area to scope interest for a Performers Academy.
- Run introductory workshops and talks for potential participants for the academy

3. **Building Data**

- Support the Executive Producer to collate and present audience development data, evaluating the impact of specific BESEA audience and participation engagement initiatives.
- Support the Executive Producer with activity reports for future funding applications.
- Begin a process of identifying and mapping BESEA communities across the country.

Qualities:

Essential

- Previous experience working in an arts or events role/environment and running creative engagement workshops for different ages.
- Excellent communication skills, both written and oral.
- Approachability and ability to communicate with people at all levels.
- Great organisational and time management skills.
- Good IT skills, including knowledge of Google Suite and Microsoft Office and good knowledge in social media platforms/tools.
- Attention to detail

- Able to work both independently and in teams (in person and digitally).
- A passion for the arts and deep interest in community engagement.
- Share our values of collaboration, access, inclusion and equity.

Desirable

- Experience of audience development and/or community engagement in the arts.
- Knowledge and awareness of British East and South East Asian theatre.
- Experience of working with community groups to develop audiences for arts activities.
- Some experience of collecting data for reporting purposes.
- Working knowledge of an East or Southeast Asian language