



October 2024

APPLICATIONS FOR DIGITAL PRODUCER

Thank you for your interest in the position of Digital Producer at Tamasha.

Please find enclosed:

- Job Description and Person Specification
- Application Form
- Equal Opportunities monitoring form.

Large print copies of this pack and the information contained in the links to Tamasha's website, are available by contacting Tamasha on 0207 749 0090 or emailing admin@tamasha.org.uk

If you would like an informal discussion on the role before applying, please contact me on 020 7749 0090 or email me on valerie@tamasha.org.uk.

The closing date for applications is midnight on Tuesday 26th November 2024.

First stage interviews are provisionally scheduled for week of 2nd December 2024.

We very much look forward to receiving your application!

Valerie Synmoie
Executive Director & Co-CEO

APPLICATION PACK

About Tamasha

"Tamasha is a mirror reflecting a nation of continuing change and creativity, of mixings and mergings. British culture needs reminding it has always been global. Tamasha's stirring, audacious work makes sure the nation never forgets what it is" **Yasmin Alibhai-Brown, cultural commentator.**

In 2025 Tamasha celebrates 35 years: a rare achievement for a Global Majority (ethnically diverse) led company. We've challenged prevailing conventions, widened our remit from South Asian to represent all GM communities, launched careers, premiered future classics, stirred audiences and led the debate on what diverse theatre can be. We are a mainstay of British culture, a critical part of the creative ecology, a major contributor to diversifying the sector.

Our vision is to re-imagine British theatre, with stories that represent and celebrate the world in which we live. We are a dedicated home for both emerging and established Global Majority artists. A powerhouse of new writing, talent development and digital innovation, we platform and invest in stories that celebrate our rich shared histories and cultures. Proudly both artist and audience driven, we're disrupting, dismantling, and inspiring through bold and imaginative storytelling, providing a place to explore our lived experiences and unique perspectives.

The arrival of Artistic Director Pooja Ghai, award-winning director, dramaturg and activist, has reinvigorated our mission and values: to be ambitious, compassionate and collaborative; to inspire through bold and imaginative storytelling and explore the multiplicity of GM artists and audiences alike.

"Tamasha is a pioneering organisation and has remained a steadfast warrior of British Theatre over the last three decades. Tamasha is a place where artists from the Global Majority can explore the prism of their lived experiences whilst embracing the pride of their cultural heritages. The last few years have seen a Global shift in working practices in the sector; Tamasha's practice and advocacy is firmly rooted in anti-racism, equality, community, collaboration and representation. It is our commitment to evolve to more equitable working practices that serve our communities and represent our artists, to celebrate our intersectionality so we can better acknowledge and ground our differences." **Pooja Ghai, Artistic Director, Tamasha.**

Our flagship **Developing Artists** (DA) programme holds space for all GM artists to create and share new narratives. This focus on inter-cultural creative practice is unique. Annually we support 150-200 artists, nurturing voices from nearly every GM community in the UK. **Tamasha Digital** is unparalleled for a company of our size, trailblazing immersive walking adventures, original audio dramas and insightful podcasts.

We are a truly **national organisation**, cultivating over 50 national and regional partnerships in the last five years to support artistic delivery. Over the same period we have reached over 18,600 live audiences with our touring productions, as well as nearly 300,000 people who have engaged with our work online.

Post-Covid & BLM, Tamasha is a **driver for positive change**. We have actively contributed to interventions such as the Anti-Racism Touring Rider and the Creative Freelancers Taskforce. We champion inclusivity, recognising how intersectionality can amplify inequalities. Our team and Board are female-led and representative, with over 50% of the team also identifying as working class.

Tamasha's legacy is unrivalled expertise in nurturing diverse talent, serving the national canon with extraordinary world premieres and using socially engaged practice to co-create with GM communities, whilst consistently bringing them through the doors, often as first-time audiences.

"I first saw Tamasha in the early '90's and their shows were a breath of fresh air to me as an emerging artist...It was a bright flag waving above a grey parapet...in the innovative hands of Pooja Ghai, I look forward to seeing the Tamasha of today where universal stories will continue to challenge and enrich our theatrical landscape. And where GM artists will continue to be inspired to make work for the future" **Lolita Chakrabati, writer & actor.**

Visit tamasha.org.uk for more about the company, our history and future plans.

PURPOSE

We are seeking a Digital Producer to work with us to develop and deliver our digital ambitions as outlined in our Digital Plan. A core aspect of the plan is to grow and consolidate the production of high quality commissioned and innovative digital work with wide reaching online distribution. This will add value to live theatre work for existing audiences and reach new audiences through the production of creative content and innovative use and distribution of captured content.

The Digital Producer is a key role in the company, tasked with working closely with other members of the team to ensure plans and activity integrate with our existing programme and artist development activity.

RESPONSIBILITIES

Creative and content development/distribution

- In consultation with the Lead Producer and AD, design, commission and produce new Digital content and projects for distribution online which fit within the Digital Plan
- Create and distribute wraparound Digital content for touring productions and artist development activity, in collaboration with the Lead Producer and Assistant Producer
- Liaise regularly with the Marketing Manager to create and execute audience development plans for digital projects whilst considering how digital can help with audience development for touring productions and artist development activity
- Curate content and create assets around digital projects for web, print and social media
- Seek partners for new content development to maximise our investment and reach

Fundraising and partnerships

- In consultation with the Artistic Director and Lead Producer, research and initiate new creative and strategic partnerships to help support the delivery and distribution of digital projects to reach new audiences, including with new potential commercial sponsors and media partners
- Attend meetings to pitch creative ideas to potential investors or project partners who may fund the production of new digital projects
- Maintain working relationships with key partners and stakeholders, being the point of contact on behalf of the company and feeding back regularly to the rest of the team
- Working alongside Tamasha's Development Consultant to research, identify and draft applications to funding agencies to support our digital programme, including core costs where possible
- Collate and manage relevant data and draft narratives for use in reports required by funders, including Arts Council England

Project and financial management

- Update and execute Tamasha's Digital Plan & Policy then delivering the agreed workplan, working closely with the Lead Producer and Artistic Director as needed
- Develop and manage the day-to-day coordination of a range of innovative new and existing Digital projects
- Lead on the contractual agreements between artists, companies and other stakeholders for all digital projects – with support from the Lead Producer for sign off by the Executive Director

- Create and manage project-specific budgets for internal and external use, reporting to the Executive Director as required
- Regularly update the expenditure log for any payments that are made, including equipment/materials purchases, logging invoices and petty cash
- Complete logistical and marketing briefing sheets for projects and events for internal and external use

General

- Demonstrate a clear commitment to achieving equity within the industry and adhering to best practices in relation to Tamasha's equal opportunities policies
- Commitment to Tamasha's values of inclusive practice, in particular our mission to support Global Majority artists and theatre-makers
- Ensure compliance with all HR policies
- Keep relevant company project management systems up to date as required
- Attend weekly company meetings as required
- Any other tasks appropriate to the post as required by the Senior Management Team

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION AND IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE.

PERSON SPECIFICATION

Essential qualities, skills and experience:

- Experience of producing / project management and programming digital projects and
- Using digital technologies to creatively engage audiences
- Experience or a good understanding of producing theatre and live performing arts events
- Confident in initiating partnerships and drafting contracts, including initiating sponsorship deals and cultivating new media partnerships
- Experience in drafting narratives for funding applications to sponsors, public bodies and trusts & foundations
- Strong organisational, communication and coordination skills, and experience of drafting and managing budgets
- Comprehensive knowledge of the latest social media platforms and technology tools, and using these for content creation and marketing / promotional purposes
- Experience of creating engaging content for the web and social media (reference to executing audience development plans)
- Ability to work under pressure as part of a small team, meet deadlines, and prioritise and re-prioritise workload around changing demands
- Efficient and calm under pressure and good attention to detail
- Good communication and team-working skills, and ability to deal with people at all levels
- Able to work some evenings and weekends and travel in the UK as required
- Strong IT skills and familiarity with standard software programmes

Desirable qualities, skills and experience:

- Good digital skills including audio and video editing skills, app development and coding
- Experience of exploiting digital work commercially and an understanding of IP
- Good networks and contacts within the performing arts sector
- A strong understanding of the application of digital technologies as a medium for creativity and enhancing access within theatre

- Knowledge of event/stage management including health & safety considerations
- Knowledge of distribution channels for creative digital content

How to Apply

Please complete the accompanying **application form** and return it along with an **up-to-date CV** (no more than 2 sides A4) and **a covering letter**, or a short video clip or sound file of no more than 2 minutes, highlighting:

- Why you are a suitable candidate and how you meet the job description / person specification
- What you hope to gain from this position and why you want to work with Tamasha.

Please make sure you also include:

- Details of any notice period / current commitments and the date when you are available to start
- Names and contact details for two employment referees.

Please include a completed [Equal Opportunities form](#) which is for monitoring purposes only and will not form part of your application.

KEY TERMS & BENEFITS

Salary:	£37,000 per annum for the full-time role. This equates to £18,500 pro rata for the 0.5 FTE role.
Pension:	The company operates an auto-enrolment pension scheme through NEST pensions and contributes 3% of salary annually (alongside the employee's contribution of 5%)
Hours:	0.5 FTE (ie 20 hours per week including breaks). Tamasha's normal office hours are 10am – 6pm Monday to Friday. Some evening / weekend working will be required.
Holiday:	25 days per annum (plus statutory bank holidays) for the fulltime role, which equates to 12.5 days (plus bank holidays) per annum pro rata for 0.5 FTE.
Location:	Primarily at Tamasha offices in Islington N7. The company supports flexible and hybrid working where possible, and will consider options for flexible working within this role.
Career support:	A bespoke development programme will be agreed as needed on appointment.

