Northern Roots

Engagement Manager

Newcastle/Gateshead. Closes **12 noon, Friday 24 March.**

Permanent full time post, £23,000-£25,000, depending on experience.

We’re looking for a creative, energetic engagement manager who will lead our engagement programme, including the Freedom City 2017 programme. Freedom City 2017 is a celebration across Newcastle and Gateshead marking the 50th anniversary of Dr Martin Luther King Jr. receiving an honorary degree from Newcastle University. Freedom City 2017 brings together international artists, musicians, filmmakers, academics and community groups to inspire a new generation to contribute towards tackling the issues that Dr King spoke of in his acceptance speech.

The Engagement Managers role will be to lead a programme of work focussed on Arts Council England’s Creative Case; working with our creative team to develop and deliver engagement activities with hard to reach and diverse communities. The programme will include workshops, events, participation activities and workforce development with partners & stakeholders.

*Northern Roots is an independent cultural organisation that specialises in developing and promoting Roots music in North East England. We are passionate about the power of music and diverse cultural experiences to enrich and transform lives.*

*Freedom City 2017 is a partnership between Northern Roots, Newcastle University and Newcastle Gateshead Initiative.*
Northern Roots Recruitment Pack
1 / About Northern Roots

Northern Roots is an independent cultural organisation that specialises in developing and promoting all kinds of wonderfully diverse Roots music in North East England. Initially Live Music that would have probably struggled to have a home in the region.

Northern Roots was founded in 1985 by Graham Anderson & Adam Collerton with the aim of establishing Newcastle/Gateshead as a live roots music region at local, national & international level & establishing events & festivals around that sector. It started as a hobby & like all good things ended as full time occupation.

Since then the organisation has worked with over 5000 specialist artists including some of the biggest names of their genre- Reggae greats like Toots & The Maytals, Prince Buster & Jimmy Cliff, lifetime legends of Rock n Roll history such as Scotty Moore, Billy Lee Riley & James Burton, Emerging international artists Ryan Adams, KT Tunstall & Anais Mitchell, Soul queen’s like Candy Staton & Odetta, or Soul kings like Dan Penn & Spooner Oldham & Lou Pride, even never before seen Calypso rarities Roaring Lion & SE Rogie plus big blues artists Hubert Sumlin, Honeyboy Edwards & Seasick Steve. Alt Country acts like Alejandro Escovedo & Drive By Truckers, internationally acclaimed songwriters Justin Townes Earle & Ron Sexsmith, left field songsmiths Ben Watt & Hurray for the Riff Raff or authentic retro music like Dale Watson, Big Sandy & His Flyrite Boys or Hot Club Of Cowtown. So many of these artist being virtually unknown until after they played here. Indeed, Their rich heritage & music giving them a platform to perform for us & in the UK.

We specialise in connecting some of the very best artists from the Roots music tradition with audiences who already love the music as well as those who are new to the experience. We are proud to have presented the work of these artists in a diverse range of traditional and non-traditional venues including Little Theatre, Morden Tower, Castle Keep, All Saints Church, Live Theatre, GOTH, Caedmon Hall, Cluny2 Theatre. Over 120,000 people have participated in our programmes and attended our shows since 1985.

Roots music embraces a range of music genres including Americana, blues, soul, country, singer-songwriters, rockabilly, bluegrass, rock n roll, folk, world & reggae & more. Basically we provide special live music, the best that we can find, independently that you won’t see anywhere else in the North East of England.

We are passionate about the power of music and diverse cultural experiences to enrich and transform lives and for that reason are committed to creating opportunities for people to engage with roots music as participants, artists and audiences.

Over the next few years we are focused on extending the reach and impact of our work and building an innovative and resilient organisation for the future. We are being supported on our journey by funding from North Star Ventures, Arts Council England and various foundations and trusts.
2 / Vision, purpose, mission and values
The work we do is driven by our passion and belief in the power of art to enrich and transform people and communities.

The following statements are designed to clarify the focus and intention of our work. They help us make decisions and connect others to our work.

Our vision
A connected and energised community where more people engage with more diverse cultural experiences

Our purpose
To inspire and empower people through their engagement with Roots music

Our mission
To create opportunities for people to engage with Roots music as artists and audiences across North East England

Our values
How we act is governed by our values. These are our values.
- Diversity – Diversity matters, we work hard to reflect and promote diversity in all we do
- Respect – We take time to listen, learn from and respect the needs, interests and perspectives of others
- Trust – We are focused on build trusting long term relationships

3 / Aims
Artistic programme
- To deliver programmes of high quality diverse Root music performances for different audiences
- To support the artistic and professional development of artists working in the Root music tradition
- To encourage people of all ages and backgrounds to feel inspired as a consequence of their engagement with Roots music
- To keep the work of the organisation fresh and inspiring by maintaining a presence in the Roots music community and testing new ideas and ways of working.
- To keep our music schedule refreshing with the same passion enthusiasm & dedication as the previous 31 years of taking roots music to the public.

Marketing
- To increase the profile and reputation of the organisation so that more people know what we do
- To increase and diversify audiences
- To improve the impact of the organisations marketing, sales and audience development activities
Finance
- To increase sales revenues to support the work of the organisation
- To secure funding from trusts and foundations to support the work of the organisation
- To effectively and efficiently manage the finances of the organisation

Governance & Administration
- To ensure the effective and efficient running of the organisation, and ensure the processes for making, implementing and reporting decisions advance accountability, transparency and compliance with the law

People
- To ensure the people who work for the organisation are fully supported to do what they do brilliantly. The live music sector of Northern Roots is world renown so it should be a powerful addition to anyone's CV. Most importantly a pleasurable place to work
4 / New organisational structure

- **TBA**
  - **Managing Director**
  - From April 2017 - 3 days per week
  - Responsible for business development, performance and operational management

- **Board of Directors/Trustees**
  - Responsible for strategic direction and performance management

- **Adam Collerton**
  - **Creative Director / Music & Fundraising**
  - 3 days per week - Responsible for music, fundraising, sponsorship and charitable giving

- **TBA**
  - **Engagement Manager**
  - From April 2017
  - Responsible for community engagement and participation

- **Graham Anderson**
  - **Creative Director / Music & Marketing**
  - 3 days per week
  - Responsible for music, talent development, marketing and sales revenues
Northern Roots
NEW POST – Engagement Manager

Northern Roots is an independent cultural organisation that specialises in developing and promoting Roots music in North East England. We are passionate about the power of music and diverse cultural experiences to enrich and transform lives and for that reason are committed to creating opportunities for people to engage with roots music as participants, artists and audiences. Our work includes running the Jumpin Hot Club (http://www.jumpinhot.com) and wider programme of talent development and community engagement programmes.

With the support of funding and investment from various trust and foundations including North Star Ventures and Arts Council England we are entering a new phase of the growth and development. This will include extending expertise of the company with the appointment of new staff, creating a new website and moving into a new office space in March. The appointment of a new Engagement Manager is part of this exciting programme of change. We are looking to appoint a new Engagement Manager who will lead the engagement programme and bring new ideas and expertise to the organisation. We are pleased to confirm that one of the main work priorities of our new Engagement Manager over the next few years will be to lead the Freedom City 2017 Engagement programme. Freedom City 2017 (FC2017) programme, a celebration of the 50th anniversary of Dr Martin Luther King’s honorary degree from Newcastle University.

A programme of cultural, artistic and academic events and activities will run throughout 2017, culminating in a number of major public events in November involving the University, key venues across Newcastle and the local community.

Freedom City 2017 brings together international artists, musicians, filmmakers, academics and community groups to inspire a new generation to contribute towards tackling the issues that Dr King spoke of in his acceptance speech.

As part of this programme we are working in partnership with Newcastle University, Newcastle Gateshead Initiative and other partners to deliver the Arts Council England’s Ambition for Excellence programme Freedom City (http://freedomcity2017.com). A key part of this initiative is the delivery of an engagement programme, led by our new Engagement Manager, which will ensure the inclusion of hard to reach & diverse communities.
### About the Job

<table>
<thead>
<tr>
<th>Job title</th>
<th>Engagement Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Permanent full time post</td>
</tr>
<tr>
<td>Salary</td>
<td>£23,000 - £25,000 depending on experience</td>
</tr>
<tr>
<td>Job purpose</td>
<td>To develop, lead and manage Northern Roots engagement programme that will include Freedom City activities from 2017-2019.</td>
</tr>
<tr>
<td>Line manager</td>
<td>Managing Director</td>
</tr>
<tr>
<td>Responsible for</td>
<td>Freelance contractors</td>
</tr>
<tr>
<td>Location</td>
<td>TBC: Newcastle or Gateshead</td>
</tr>
<tr>
<td>Starting date</td>
<td>April 2017</td>
</tr>
</tbody>
</table>
Northern Roots Engagement Programme

The programme
Northern Roots currently has an engagement strategy and delivery plan in place to deliver the programme. The plan is intended to be responsive and flexible and will be further developed in response to the working context.


The engagement programme will consist of workshops, events, participation activities and workforce development with:

1. Multicultural communities
2. Marginalised / hard to reach communities
3. Cultural Organisations
4. Community Organisations

Main work priorities
Delivering the Freedom City 2017 Engagement Plan will be the main focus and work priority for the Engagement Manager over the next two years. This programme will be delivered in 2 phases:

Phase 1 (April- November 2017):
1. Development & delivery of artistic workshops and engagement activities with hard to reach and diverse communities.
2. Recruitment of Ambassadors: Ambassadors role will be to champion, and advocate for Freedom City 2017, working with communities and businesses to build support and buy in for the programme.
3. Delivery of Freedom City on the Tyne (November 2017), a large scale outdoor event.

Phase 2 (December 2017-March 2019):
4. Development & delivery of a mentoring programme
5. Development & delivery of a workforce development programme with city wide partners
6. Development and delivery of a skills development programme

Other work will include:
Overseeing the development of other community engagement activities linked to the company’s main roots music programmes which will focus on diversifying audiences, building communities and developing skills.
Job Description

Key Responsibilities and duties

Leadership

1. To lead and manage the engagement programme for Northern Roots which includes the Freedom City programme.
2. To lead, support and coordinate the creative delivery team and their programme of engagement.

People

3. To build and maintain positive and effective relationships with:
   - Funders, clients and delivery partners
   - Staff and members of the delivery group
   - Community groups, individuals and participants
   - The artistic delivery team
   - Cultural Partners
   - Wider stakeholders
4. To lead on all relationships associated with the engagement programme: from delivery of workshops & events, to developing and delivering a mentoring and workforce development programme.
5. To build effective partnerships with community groups, community organisations and cultural organisations to develop and deliver the engagement programme.
6. To build effective partnerships with cultural venues across Newcastle and Gateshead in coordination with NewcastleGateshead Initiative to develop and deliver the engagement programme.
7. To recruit and support participants and groups.
8. To attend strategic and operational meetings as required.
9. To monitor and report on engagement activities in line with funders and company requirements.

Other duties

10. To actively promote and safeguard the reputation and work of the company.
11. To act in accordance with all company policies and procedures and ensure full compliance to all health and safely, safeguarding and regulatory requirements.
12. To undertake other duties as may be required.
Person Specification

Essential Qualifications
- Experience of working in a similar position in the cultural, charity or education sector

Knowledge and skills
- Expertise working effectively with young people and communities
- Good understanding & knowledge of the practice and process of devising and delivering effective engagement programmes and projects
- Experience of building a strong network of contacts in the arts and in community settings.
- Experience of delivering marketing and audience development activities using traditional and digital media
- Knowledge and understanding of facilitating community participation and skills development through the arts
- Excellent organisational and time management skills
- Excellent writing, verbal and presentation skills
- Strong advocacy and negotiating skills
- Good knowledge and understanding of Arts Council England’s Creative Case
- Knowledge and appreciation of live music and working with individual artists

Experience
- Working with diverse and hard to reach participants
- Developing & delivering engagement programmes (including formal & informal learning settings, mentoring and developing leaders)
- Effective project management
- Working in an engagement context
- Working effectively with volunteers
- Working on your own initiative and as part of a team
- Effective financial management skills
- Ability to think strategically, understanding the need for programmes to develop and grow, whilst still providing high quality output.

Personal Attributes
- Creative and energetic
- Positive and empathetic
- Tactful and diplomatic
- Punctual and reliable
- Able to work well under pressure
- Able to be flexible and work evenings and weekends where required
- Committed to equality, diversity and anti-discriminatory practice

Desirable
Strong network of contacts in the arts and community in Newcastle & Gateshead
Main Terms and Conditions of Service

<table>
<thead>
<tr>
<th>Salary</th>
<th>£23,000 - £25,000 depending on experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day/Hours</td>
<td>Monday – Friday / 37.5 hours per week excluding mandatory breaks</td>
</tr>
<tr>
<td></td>
<td>The job will require you to work in the evenings and at the weekend.</td>
</tr>
<tr>
<td></td>
<td>No overtime payments are available. Northern Roots operate a time off in lieu system.</td>
</tr>
<tr>
<td>Holidays</td>
<td>28 days per year including Bank Holidays; rising to 33 days after 3 years continuous service.</td>
</tr>
<tr>
<td>Northern Roots</td>
<td>will be introducing a contributory pension scheme.</td>
</tr>
<tr>
<td>This post</td>
<td>is subject to a three month probationary period.</td>
</tr>
<tr>
<td>Benefits</td>
<td>Complimentary or discounted tickets to selected shows (non-transferable and subject to availability)</td>
</tr>
</tbody>
</table>

How to apply

Please apply by sending your CV and a cover letter outlining how your experience is relevant to the requirements of the job to Adam Collerton, Creative Director – hotclub1@btinternet.com

Tel: 07974 078424

Deadline for submitting the application: **12 noon, Friday 24 March**

For any further information please contact Adam Collerton, Creative Director - hotclub1@btinternet.com

We will interview for this post on **Monday 3 April**.