

Head of Programming

Candidate Information Pack

 CAPITAL
THEATRES



Welcome from the Chief Executive



We seek an exceptional individual to join us at such an exciting stage of our development, as we evolve both as an artistic hub of excellence as well as an accessible community asset committed to making a difference with all the local communities we serve.

Edinburgh thrives on being a vibrant cultural beacon, and Capital Theatres, since the charity's inception in 1991, has played its part both as a core set of venues for the festivals in the Summer, and also as a year-round source of creative engagement and entertainment.

Our strategic plans include exciting co-producing partnerships, new artistic talent development programmes, an expansion of our health and wellbeing and education collaborations,

as well as an extensive capital project with a £25m redevelopment of the iconic King's Theatre, commencing in September 2022.

As our Head Of Programming, you will be at the heart of our future plans. This is a key creative senior position in the organisation that leads an artistically ambitious programme that's loved by audiences and is a benchmark for quality in the Scottish theatre sector.

The new Head Of Programming will work to maximise the quality and diversity of content across all of Capital Theatres venues, seeking out and evaluating shows and identifying new creative opportunities.

Critical to the successful candidates impact in the role, will be their ability to establish

and maintain excellent relationships, both internally and externally with promoters and producers, negotiating mutually beneficial commercial agreements and building a balanced and high-quality programme of work.

Finally, a further important ingredient that cannot go unmentioned here is our wonderful city, Edinburgh. Scotland's capital city resonates around the world for our wonderful diversity of culture, our stunning architecture, our wonderful food and drink and our amazing Summer festivals.

If you believe you have what it takes to succeed, we look forward to hearing from you.

F. Gibson

Cover image: Les Misérables

Capital Theatres

Capital Theatres operates three busy theatre venues in Edinburgh; the Festival Theatre (1950 seats), the King's Theatre (1350 seats) and The Studio (155 seats).

As Scotland's largest theatre charity, Capital Theatres employs 230 staff, has an average turnover of £13m and sells over 400,000 tickets annually. Pre-pandemic, in 2019, we staged 657 performances and 144 shows across our three venues, carefully balancing artistic excellence and commercial viability. The artistic programme spans opera, ballet, dance, drama, children's, music, comedy, musical theatre, cinema and pantomime; showing a mix of innovative, experimental productions alongside mainstream, well loved shows to appeal to the broad tastes of our audiences.

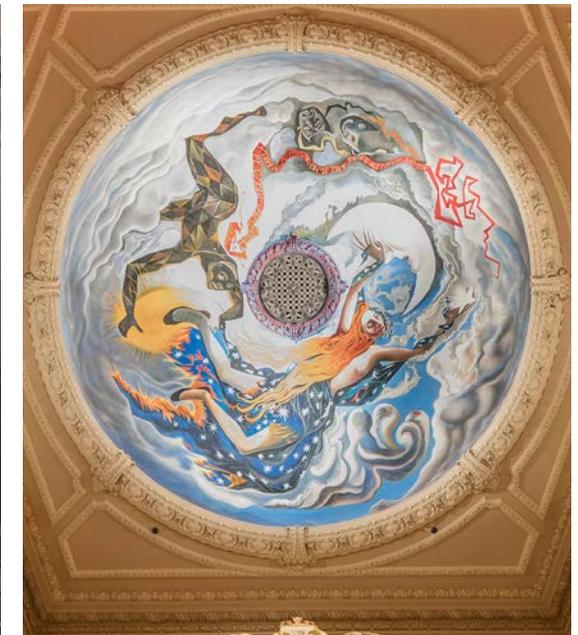
Much of our programme is exclusive to our venues in Scotland, providing the only opportunity for audiences to see the biggest shows touring north of the border, the best in international contemporary dance and the latest productions from leading local and national companies.

During the summer months our stages are the heart of the Edinburgh Festivals in the world's leading festival city. The Festivals provide a focus for pioneering new voices and artforms and a celebration of artistic collaboration that continues throughout the year.

We support access to the arts for all and have an extensive creative engagement programme to complement the shows on our stages and encourage people to engage with all genres of performing art, and with our theatres. We are at the forefront in the UK of delivering "relaxed" performances aimed at young people with multiple and sometimes complex disabilities and deliver an award-winning dementia friendly programme making our venues and productions suitable for people living with dementia.

Discover more about Capital Theatres [HERE](#).

Clockwise from below: The Studio, The Dome at The King's, The Festival Theatre





Above, SIX, above right, audience for FunBox

Our vision

To inspire a life-long love of theatre.

Our mission

- We will present high quality shows that stimulate, entertain and engage.
- We will engage our audiences with the heritage of our buildings.
- We will inspire the diverse communities that surround us and encourage them into our venues.
- We will connect with performers, producers and audiences locally, nationally and internationally.

Our values

Consideration We will treat everyone that we meet with respect and courtesy.

Collaboration Working together as a team, we will share information, learn from and support each other and use this approach with our stakeholders and partners.

Professionalism We will behave with integrity; remain aware of our responsibilities and our position in the community, our status as a charity and a publicly funded organisation.

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the

communities we serve in the City of Edinburgh and beyond. As a key member of the Executive Team, and prominent external advocate of the organisation, the post holder also has responsibility to advocate Capital Theatre's role in its civic duty to the city, its strategic place in the sector and in building sustainable public and private creative relationships across the city and sector beyond.

Creative Partnerships

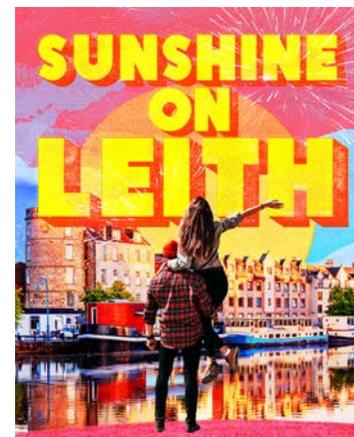
Collaboration is at the heart of what we do.

We explore every opportunity we have to engage in creative partnerships to enhance our collective working environment and the quality of the work that we see on our stages. We are proud to work in collaboration with EPAD (Edinburgh Performing Arts Development), a capacity building project for small arts organisations and independent artists based at the Festival Theatre and in partnership with other organisations such as the UK and Scottish Touring Partner networks, Dance Consortium and the Edinburgh Cultural Venues Group, all of which allow us to support national and international touring and help shape the cultural life of our city.

In 2022 our plan is to be bolder through collaboration, adapting our role to be a key artistic partner in the cultural ecology of Scotland. Capital Theatres is already the number 1 receiving venue for largescale event producers in Edinburgh, and we now plan to blend this model with local Scottish producers to curate our own programme of newly commissioned work in our Studio, and to co-produce 2-3 productions a year for our main stages, touring them across Scotland.

Our objective is to better support the sector's growth not by competing with the excellent producing work that already exists in Scotland but by enhancing it through targeted creative programming that benefits local freelance artists, smaller theatre companies and established producing houses.

We will bring our scale, marketing and audience development competencies to bear in creating and promoting new creative projects, some of which may serve as test events as we encourage audiences back into our theatres. For example, we have launched a new musicals commissioning hub with a very high-profile external panel and have received over 80 applications.



Clockwise from above, James IV - Queen of The Fight, The Enormous Christmas Turnip, Sunshine on Leith

Our Creative Engagement Work

We believe theatre should be accessible to all and are uniquely placed to provide access to the best of the UK and international performing companies visiting Edinburgh.

We deliver our vision by staging performances, but also through innovative creative projects, workshops and events that make up our Creative Engagement programme.

Through this programme we create a range of opportunities for diverse groups to discover, explore and create work in the performing arts, both as audience members and as active participants in our creative work.

We work proactively with patterns of attendance and participation to address inequalities in access to the arts. Our long-term programme includes relaxed and inclusive performances, dementia friendly events, work with special needs schools and projects to engage with care-experienced children and young people.

Learn more about our Creative Engagement programme [HERE](#).

Learn more about some of the events we've delivered in the past [HERE](#).



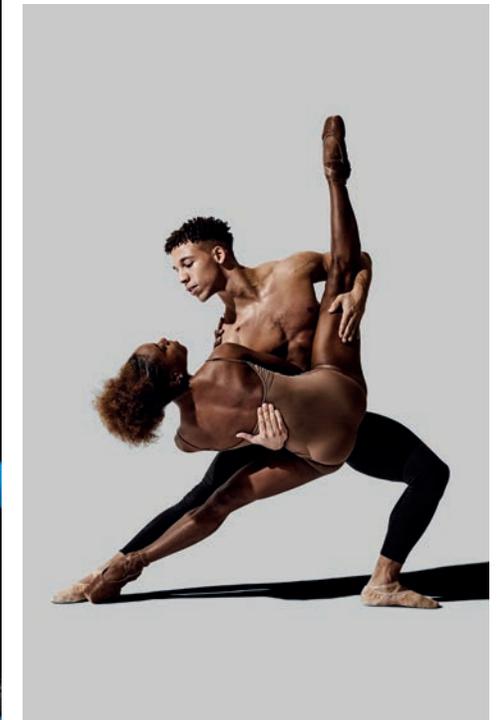
Clockwise from top right, Awfey Huge, LGBTQ Parliamentary Project, Towerbank Primary School visit to the Festival Theatre, Tea Dance at the Festival Theatre



Equality & Diversity



Left, Orphans, below, Ballet Black.



Equality, diversity and inclusion (EDI) is at the heart of Capital Theatres and what we strive for as an organisation. Our aim is to increase our knowledge and experience to lead a meaningful contribution to, and depth of engagement with, culture and the arts. We will work energetically toward this by taking a mainstream approach of embedding EDI into the full range of our work. Our rationale for doing this is twofold: we have a moral and social responsibility to engage with the communities which we serve; we also recognise the business advantages of a broader, stimulating, programme, a more diverse audience and a wider range of skills amongst the team. It is important that

we are able to bring a range of ideas, perspectives and backgrounds into the organisation and make it a great place to work. This improves cultural sensitivities, problem solving and creativity within the organisation as well as bringing higher job satisfaction amongst our workforce and pride in what we do, leading to increased loyalty, morale and productivity.

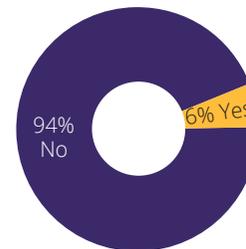
Our EDI strategy aims to deal with the visible and the invisible characteristics that are currently underrepresented in our work, to ensure that our theatres remain vibrant, forward thinking and welcoming so that everyone that visits and works with us feels valued, respected and listened to.

Our ambition is to achieve greater diversity in the areas of Black and Minority Ethnic (BME) representation, disability, gender, sexuality, faith, socio-economic status and age. As Scotland's largest theatre charity, our aim is to reflect the diversity of our city in the performances on our stage, our audiences, users and our workforce.

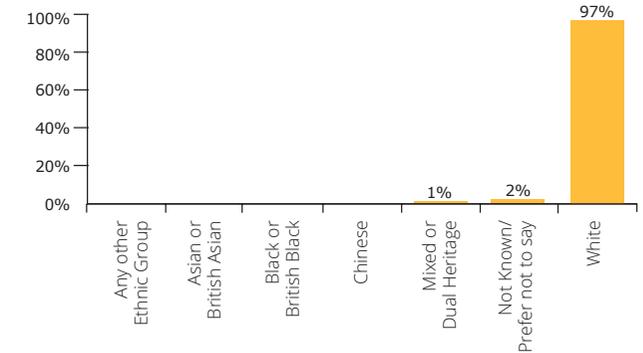
Facts & Figures



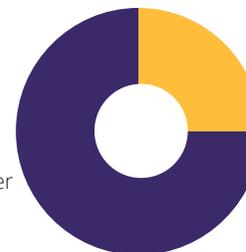
Disability



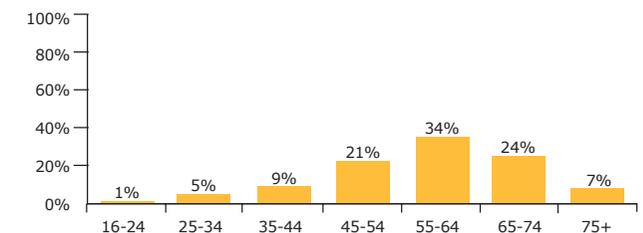
Ethnicity



Gender



Age As at performance date



- 75% Female
- 25% Male
- 0% Prefer not to say
- 0% Unspecified/Other

Living in Edinburgh



We're rightly proud of our wonderful capital city. There's so much on offer and it's not too big – so you can walk everywhere, and it's not too small – meaning there's always something to do and see.

But don't just take our word for it,

- Event and Festival Destination of the Year (Luxury Travel guide Awards 2017)
- Entrepreneurial City of the Year 2016
- Best UK Destination Outside London (Tripadvisor 2016, 2015)
- Friendliest UK City (Conde Nast Traveller 2016)

Getting around

Edinburgh's an easy city to get around and has higher proportions of people who walk, cycle and take the bus to work than anywhere else in Scotland, plus the city's airport is only 35 minutes away and is well served by trams and buses. We have many lush, green spaces

including Holyrood Park which is home to Arthur's Seat (our very own extinct volcano), The Meadows, Princes Street Gardens and Inverleith Park. And just a short drive out of the city centre we have stunning beaches, country parks, castles and stately homes to explore at the weekend.

Attractions and events

Food and drink

The city has lots of restaurants, bars and coffee shops to choose from and can offer something to suit everyone's tastes, from traditional Scottish fayre to Michelin Star to street food. Walk down our famous Rose Street or Grassmarket and you'll uncover not only wonderful historic architecture but craft beers, excellent food and live music.

Shopping

If shopping is more your bag, then we have all your high street favourites on Princes Street

and George Street, and luxury shopping on Multrees Walk. Walk down any side street and you'll come across wonderful designer boutiques, gift shops and art galleries.

Galleries and attractions

Just a short walk from the famous Royal Mile is the National Museum of Scotland which is one of the top 10 UK visitor attractions and is free to visit, as is The Scottish National Portrait Gallery. Situated close to Princes Street Gardens it's a lovely spot to stop and take in the amazing views of Edinburgh Castle at lunchtime. Obviously Edinburgh also has many theatres and concert halls that provide summer and year round entertainment.

Edinburgh Festival and Hogmanay

A discussion on Edinburgh wouldn't be complete without mentioning our world famous festivals showcasing Film, Jazz & Blues, Art, Science, Books, and more. There's something on the whole year round but August is a smorgasbord of music and drama with the International Festival and the Festival Fringe catering for all tastes and budgets.

Edinburgh's Hogmanay or New Year celebrations are world renowned. With Edinburgh Castle as your backdrop, visitors take part in our street party and countdown to another year with live music and midnight firework display – just you and about 400,000 friends!

For more information on Edinburgh **Visit Scotland > Edinburgh & the Lothians This is Edinburgh – the official guide to Edinburgh**

Job Description & Person Specification

Head of Programming Reports to

Chief Executive

Direct Reports

Although there are no direct reports to this role, the postholder will be supported by the Administration team and will lead a multi-disciplinary Programming Team. They will also work in significant collaboration with the Chief Executive and Director of Audiences.

Main Duties and Responsibilities

This role is the lynch pin of Capital Theatres' core business of identifying, developing and delivering a high quality creative programme of work that both inspires audience growth and delivers financial targets. It demands significant cross-company working and close engagement with the Chief Executive and the wider Executive Team.

Artistic Strategy

- Develop and deliver CT's artistic vision including strategic programme selection and landmark co-producing and commissioning choices.
- Develop and deliver commercially sound co-producing and commissioning contracting relationships and agreements.
- Ensure CT's Programming supports the organisation's strategic audience development principles whilst delivering commercial targets.
- Support the Head of Creative Engagement in achieving artistic success with The Studio's talent development programme.
- Target, build and maintain long term quality Producer and Creative Consortia relationships locally, nationally and internationally, deputising for the Chief Executive in key collaborative creative industry sector meetings as appropriate.

Venue Programming

- Lead on the identification and negotiation of a diverse and exciting range of shows and events for the Festival Theatre and the King's Theatre, in keeping with CT's inclusive, artistic and financial objectives.

- Conduct robust financial modelling of deal shapes and commercial structures, drawing insights from past programme performance and expert industry knowledge.
- Develop strong working relationships with Producers and Promoters, negotiating schedule and commercial deals as well as agreeing general terms and conditions for each show or event.
- Deliver an innovative, diverse and inclusive programme of work aligned with audience development growth and representation targets.
- Through data insights and expert industry knowledge, define a range of genre profile patterns that offer a variety of diverse programming across drama, opera, dance, musicals, children's, comedy, pantomime and one nighters, popular music, comedy, spoken word and screenings.
- Lead the cross-departmental weekly Programming Meeting, ensuring the Programming diary is up to date at all times and all relevant data is available to promote insightful and timely show discussion and collaborative decision making.
- Work with the Customer Service and Creative Engagement Teams to offer a programme of accessible performances, including Audio Description, BSL Interpretation, Captioned, Relaxed and Dementia Friendly performances and activities.

Commercial Delivery

- Work with the Director Of Audiences to ensure all Box Office Targets (both audience and financial) and commercial deals are proposed in line with governance principles and negotiated to maximise income, escalating issues to the Chief Executive as appropriate.

- Maintain the commercial integrity of the overall CT programming and income targets once agreed, including Producer deal renegotiations, contras and comps.
- Liaise with visiting companies and other departments to ensure efficient dissemination of performance information throughout the organisation and act as the focal point for the CT welcome for all visiting companies.
- Liaise closely with CT's Sales, Marketing and Communications Teams on the marketing of the programme and support in relationships with visiting companies when necessary.
- Work closely with the Director of Audiences to ensure smooth delivery of the on-sale process for new productions, taking responsibility for all aspects of scheduling and contractual arrangements (including updating scheduling software, issuing and management of contracts, liaising with visiting companies' agents and artists, dealing with contractual issues and circulating information to other departments).
- Producer support of all co-producing and commissioning projects.
- Timely coordination of all data inputs for the finalisation of visiting company financial settlements and any payment of advances and fees.
- Track both artistic and financial success of the programme, providing strong analytics both qualitatively and quantitatively across all three venues to inform future strategy, programming and annual planning.

Sector Leadership

- Participate in Producer, Consortia and Sector meetings, both internally and externally, as required and effectively communicate information thereafter to relevant staff.
- Maintain a network of peers on a national basis to exchange ideas and information on current thinking, trends and activities within the cultural sector.
- Regularly attend performances both at Capital Theatres and elsewhere.
- Identify and undertake training and development as required in order to meet personal and business needs.

These main duties and responsibilities are indicative and not exhaustive. Other duties may be necessary to fulfil the purpose of the post. This job description may be periodically reviewed and revised by the Chief Executive and the Board in consultation with the post holder.

Person Specification

Capital Theatres comprises a diverse team of highly skilled and committed people. All staff members are expected to contribute to the company's success and engage in the life of the company.

The successful candidate will meet the following requirements:

Essential

Experience

- Minimum of three years programming and/or management in a commercial theatre, performing arts venue or festival.

- Proven commercial contracting and deal negotiation expertise.
- Strong national Producer relationships.
- Experience of analysing and interpreting data to make recommendations on actions.

Skills and Abilities

- Ability to prioritise and work under pressure.
- Strong relationship building skills.
- Collaborative management style and strong team player.
- Ability to handle conflict and manage sensitive issues to achieve positive outcomes.
- High attention to detail.
- Self-reliant and confident communication skills (both written and verbal).
- Good IT skills (databases, excel, word, ppt).
- Strong administrative and project management skills.
- Strong data analysis and strategic planning skills.
- Good budgetary control.

Knowledge, Attitude and Behaviours

- Flexible approach to working hours.
- Availability to travel.
- Enthusiasm for arts, live performance, theatre, comedy, music and events.
- Up to date knowledge of the theatre and entertainment industry with strong network of promoter/producer and key venue contacts and influencers within the sector.

- Comfortable with a fast-paced environment of significant volume and speed.
- Strong commercial acumen.
- Strong interpersonal skills.
- Positive understanding of EDI issues and how programme choices impact different sections of community, audiences and colleagues.

Desirable

- Busy multi-venue experience of scale.
- Programming experience across both producing and receiving venues.
- Experience of working with Spektrix and Artifax.

Main Terms and Conditions

Tenure

This is a full-time, permanent contract and is subject to a probationary period of six months.

Reporting to

Chief Executive.

Salary

Range: £45k – £50k pa.

Hours

This is a full-time post, based on a 180 hours per month.

Normal working hours are Monday – Friday, 10am – 6pm. However, due to the nature of the role, work outside of these hours in evenings and at weekends will be required.

Flexible Working

Flexible and reduced hours options may also be considered.

Annual Leave

30 days per annum (inclusive of all statutory Scottish bank holidays), rising to 35 days after 5 years' service, and 40 days after 10 years' service .

Holiday year runs from 1 April – 31 March.

Pension

The Company operates an auto-enrolment pension scheme with 8% employer contribution and 4% employee contribution.

Option to increase through additional voluntary contributions.

Place of Work

Mainly at the Festival & Kings Theatres, Edinburgh; post will require some local and national travel and home working.

Additional Benefits

The Theatres offer a number of discretionary benefits including:

- Life assurance cover of 3x salary.
- Free and/or discounted tickets for performances (subject to availability).
- Complimentary Friends Membership.
- 20% discount in the Festival Theatre Café.

Notice Period

3 months.

All other terms and conditions of employment are as detailed in the Staff Handbook.

How to Apply

To apply, please send a cv and a letter of application addressing how your experience and skills match the role and personal **recruitment@capitaltheatres.com**.

The letter of application should be no longer than three sides of A4. All applications will be acknowledged.

**Deadline for Applications:
18th July 2022
Interview dates tbc**

Capital Theatre is committed to equality, diversity and inclusion. We welcome applications from candidates from all backgrounds and experiences and particularly encourage applications from those backgrounds underrepresented in our industry.

