

A hand holding a pencil is shown on the right side of the image, drawing on a textured, light-colored surface. The background is a close-up of a textured surface, possibly a wall or a piece of paper, with dark, abstract lines and patterns. The overall scene is artistic and creative.

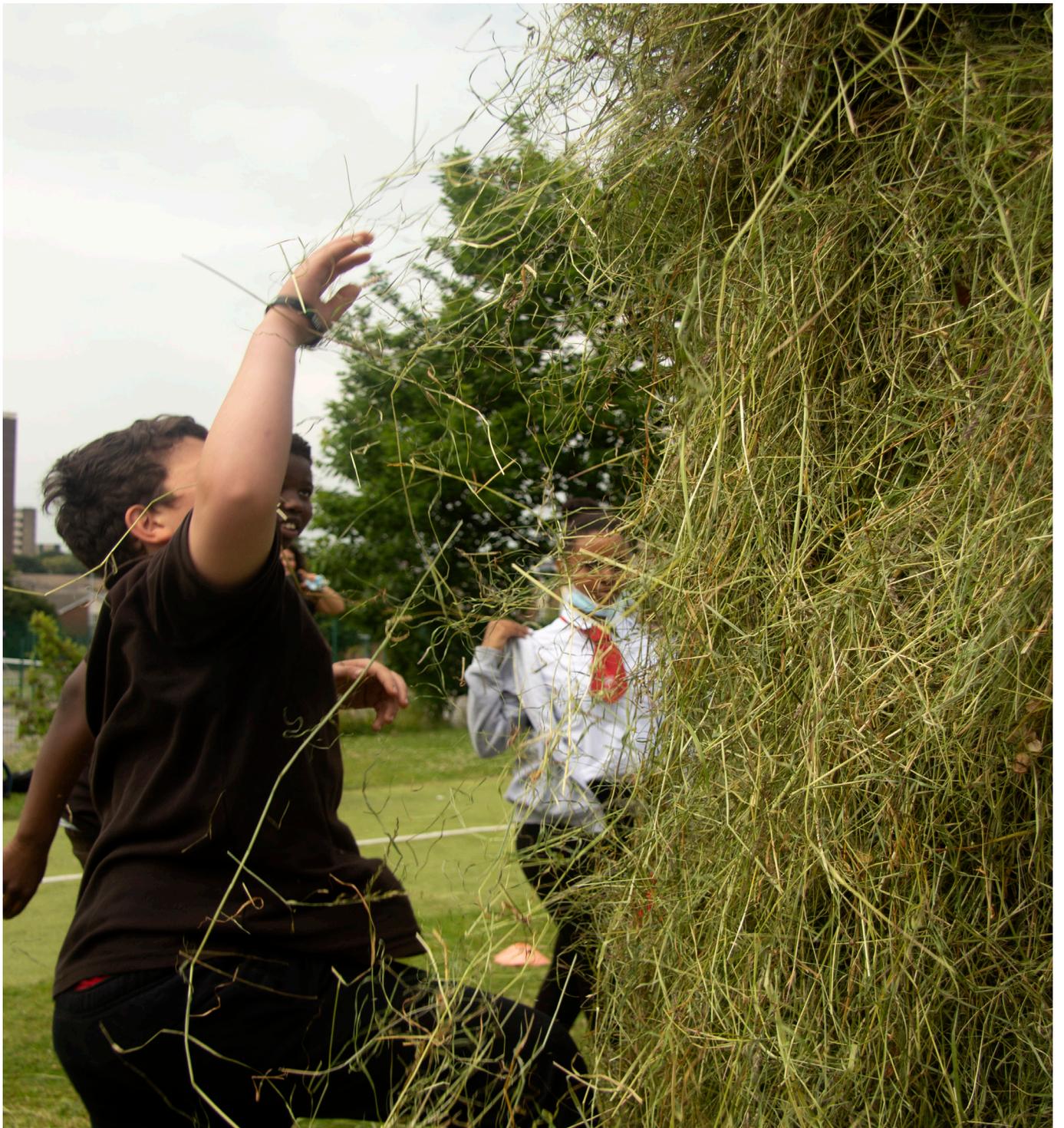
**ENGAGEMENT LEAD
MATERNITY COVER**

JOB PACK

EAST ST ARTS

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Cover letter

Hello

We are so pleased that you are interested in this post. If you don't already know us – East Street Arts is a creative social enterprise and charity. We have a track record of transforming urban environments by commissioning a range of UK and international artists to work with communities to re-imagine public spaces. Our work can be seen on buildings, as part of the high street and in neighbourhoods and you can find more information on our website eaststreetarts.co.uk. We also deliver a range of projects which use the arts to drive social change and improve the lives of people from diverse communities.

Founded by two artists 28 years ago we continue to be led by Karen Watson and Jon Wakeman as Artistic Directors, a staff team of over 20 and a range of freelancers working across a diverse range of activities and projects.

This is an opportunity for someone who wants to play a significant part in supporting the organisation, through maternity cover, to ensure our public-facing programme continues to work with artists and audiences to deliver meaningful art commissions within our neighbourhoods.

If you are someone who is committed to and enjoys working with people from all backgrounds and abilities, and understands the importance of supporting artists then this is the role for you!

We are interested in hearing from people who have an understanding and experience of supporting communities that experience barriers to opportunities. Demonstrating empathy and care for those that you work with, is key to this post.

We encourage applications from those with less visibility in the arts. We specifically welcome applications from LGBTQIA+, Disabled, neurodiverse and racialised communities. Self-definition is at the sole discretion of the applicant.

We are happy to make reasonable adjustments to our recruitment process, interviews and of course the way we work and our workplace to adapt to the needs of any employee experiencing access barriers. If you're interested in this role, but aren't sure if it is for you, you are welcome to contact us for an informal conversation. We can tell you a bit about what it is like to work here, and you can ask any questions you need to before committing to applying.

Otherwise, read on and apply! We look forward to hearing from you.

Karen and Jon

If you are someone who is committed to and enjoys working with people from all backgrounds and abilities, and understands the importance of supporting artists then this is the role for you.

Engagement Lead

Role overview

Engagement Lead is a senior role and has strategic responsibilities across the organisation for:

- Leadership of ESA's evolving public programme and engagement activities
- Line management of two Programme Producers and a freelance Artist-Curator
- Relationship management of key community contacts
- Evaluation and data management for all public-facing and community engagement events and activities
- Good HR practices and up to date policies and procedures
- Reporting to the Directors and external stakeholders
- Financial viability and budget management of the public-facing programme
- Meeting organisational targets

East Street Arts public-facing programme is focused on projects, activities and services that enables and encourages the interaction between artists and audiences/participants in the development of art work and/or events that benefits our neighbourhoods.

There are key principles that drive our work in this area including:

We will deliver a programme of participatory arts activities, digital capability upskilling, practical skills in job search using creative engagement strategies and workplace experiences with participants.

- For the artists we work with and their outputs we will always consider the impact on the audience and their involvement.
- Artist Support is always part of the commissioning process or the decision to work with an artist.
- Process and collaborative working are key and we think this process creates relevant products.
- We are excited by our invitation to people to bring things to us, to have agency, and have input in what we do and why.
- We think it is important we have a place for failure and to really understand and recognise unexpected outcomes.
- Our buildings/venues/ are an asset that others don't have and these are a resource that need to be open and accessible
- We want and we want others to have fun

We have continued to develop projects and activities throughout the pandemic and have explored a range of ways to engage with our neighbourhoods through on-line and postal activity.

The main projects that we are focused on over the next 12 months include:

High Street Heritage Action Zone New Briggate: Hidden Histories of New Briggate

Part of a national 3 year programme funded by Historic England celebrating the past, present and future of the high street. Working closely with Leeds City Council, ESA are leading a cultural consortium and developing a cultural programme for New Briggate. The cultural consortium consists of residents on and around New Briggate including Leeds Heritage Theatres, Leeds Civic Trust, Opera North, The Churches Conservation Trust, Age-uk and North Bar.

The cultural programme consists of 2 main artists commissions researching the history of the high street and co-creating with surrounding communities to develop a programme of events, activities and artworks live on the street in 2023.

Context

The Role

Mabgate, Lincoln Green and Burmantofts Neighbourhood Plan

We are leading on the first-ever culture led Neighbourhood Plan for our area. Currently chairing a neighbourhood forum of 25 local residents and businesses, our approach is to engage people in neighbourhood planning through working with artists. Working closely with Leeds City Council our time leading the forum is now coming to an end and we are in the process of slowly handing it over for the forum to lead (with ESA's support).

As part of the Neighbourhood Plan we ran a Summer School for young people this year - we hope to continue this as an annual event.

Season for Change: The Space Between

Season for change was a national programme of events and artworks exploring climate change and environmental issues. Funded by Arts Admin and Julie's bicycle, in 2021 East Street Arts commissioned 4 artists to create new artworks, and engagement programmes, to investigate these issues in relation to our spaces, our city and the wider world.

The Space Between, as part of the national programme Season for Change, marks the start of ESA's long term commitment to supporting, producing and promoting artworks and artists that explore climate change. We will look to explore the legacy of this in 2022 and beyond.

A City Less Grey

Since 2016 East Street Arts have been developing and delivering work within the street art programme 'A City Less Grey' as a response to artists feedback that there

is a clear lack of paid opportunities to develop their work in the public realm, and exploration into how their art work can make our neighbourhoods, streets and city centres creative and unique.

'A City Less Grey' was developed as a programme title and an initial approach taking inspiration from the Mayor of Tirana, Albania,

Edi Rama who decided to paint their houses bright colours to combat a dark grey landscape.

In 2022 we hope to realise a long-standing public art mural commission with Portuguese artist; Add Fuel inspired by Burmantofts ceramics.

Leeds 2023 Public Art Project

We are working with Leeds 2023 and a city-wide working group to develop a cohesive approach to art in the public realm in Leeds. There are two elements to this project:

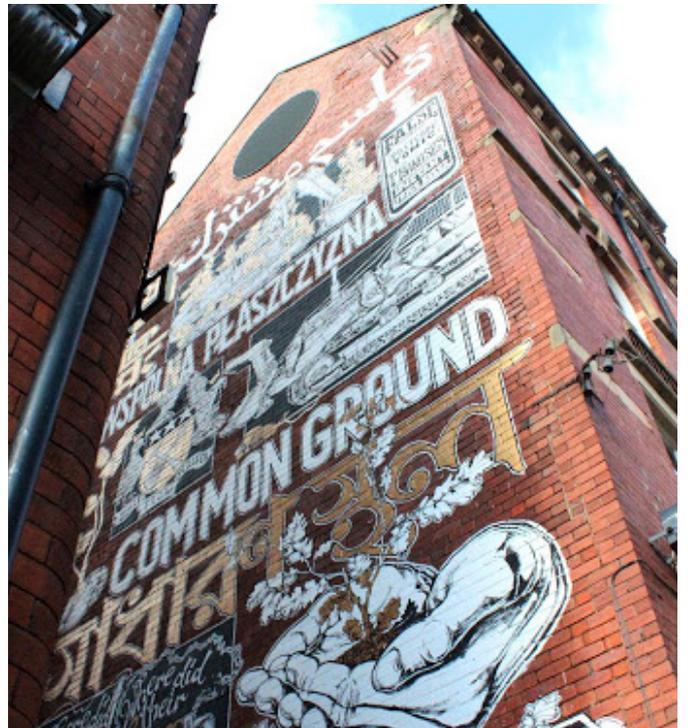
An artist/ artist curator to work with us during 2021/22 to explore more non-traditional artists who could be commissioned, who might otherwise never be reached by ourselves or Leeds 2023, building on the history of street art as an expression for those marginalised by traditional art networks and society more broadly.

To deliver a range of workshops, talks and sessions that explores a range of issues and involves underrepresented groups including young people and those in communities at risk of art-washing and gentrification.

ESA 30th Birthday

In 2023 ESA will be 30! A whole programme of commissions, events and activities will be planned to celebrate this and 2022 will be a key year for fundraising and programming.

There are other projects that the team are involved in and members lead on and a fuller hand over will be available.



Key Responsibilities

Report to: Artist Director (Karen Watson)
Responsible for: 2 Programme Producers,
Freelance Artist-Curator

Purpose of the Job

- Lead on the delivery of East Street Arts public-facing and community engagement programme and continue to develop it
- Coordinate the programme team
- Ensure the quality and care of the organisations' products and experiences for the artists, audiences and participants
- Work closely with the marketing team and lead on engagement and reach
- Manage all budgets and where appropriate fundraising and income generation
- Monitor progress towards targets and achieving the aims of the projects and activities.
- To achieve positive outcomes through participation in the programme of activities being delivered.
- Manage stakeholder relationships

Public Relations

- Being a pro-active advocate for the company
- Networking including sitting on local community groups and panels
- Building relationships with local authorities and funders
- Developing new partnerships across the organisation's work and identifying opportunities for collaboration
- Work with local stakeholders to develop future participation projects
- Maintain the public relevance of our offer and projects

Programme

- Lead on audience and public focussed programming and development of programme
- Lead on the company's audience development plan
- Leading on diversifying income streams and assessing opportunities for income generation within arts, heritage and community engagement
- Leading on strategic development opportunities for key activities outlined.
- Work with the Artistic Directors to identify wider opportunities for programme

Marketing and Communications

- Support the Marketing staff to effectively communicate our public programme and ensure our marketing materials are accessible
- Leading on data capture, monitoring and reporting for programme

Additional Duties

- Maintain personal and professional development to meet the changing demands of the job and participate in appropriate training activities.
- Undertake health and safety duties as required by the post and/or as detailed in the East St Arts Health and Safety Policy.
- Answer phone calls and other enquiries on behalf of the organisation if necessary
- Attend the East St Arts' staff meetings where possible.
- Share the responsibility for the upkeep/re-organisation of workshop spaces with Project Coordinator and other staff.
- Undertake any other duties as required by, and agreed with, the line manager, and adjust hours of work as may be reasonably required, which are consistent with the general level of responsibility of this job.

Notes

East Street Arts reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility.

The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the East Street Arts' Equal Opportunities Policy.



Person specification

- Essential
- Experience of working in the arts, culture and heritage sector and working directly with artists
- Excellent communication skills with the ability to motivate individuals to overcome barriers to engagement
- Experienced in programming, community engagement and participation, particularly in working with hard to reach groups and communities
- Organised and proven ability to work on multiple projects with a creative approach, copes well with ambiguity, competing priorities and enjoys change. Motivated, self-starter, able to work to clear outcome targets
- Problem Solving & Creativity: discusses problems appropriately, exploring viable options to resolve issues. Positive, proactive, unfazed by challenges and quick to look for new ways to problem solve
- Experience of developing positive working relationships with internal and external stakeholders.
- Experience of leading and working as part of a team; regularly meets with team members to clearly communicate direction for team and alignment with the organisation. Enthusiastic and committed to delivering innovative projects
- Developing: Supports teams by coaching, mentoring and leading as appropriate, ensuring professional and personal development. Encourages creativity and supports innovation
- Thinking: makes sound decisions based on effective analysis and exploration of options. Prepared to challenge current thinking, look for opportunity for new approaches and take measured risks
- A flexible approach to the role, including being prepared to undertake occasional out of hours work on evenings and weekends.
- Desirable
- Excellent IT skills
- Excellent presentation skills ▪ Knows Leeds communities

Terms of employment

Salary: £34,000 FTE, 4 days per week role.
Maternity cover for an estimated 1 year. Type of Contract: Fixed term contract.

Our office is open Monday to Friday, 9am - 5pm although activities will necessitate some evening / weekend commitments and travel.

East Street Arts base is at: Patrick Studios, St Mary's Lane, Leeds, LS9 7EH.

Annual leave is pro-rata'd over the years including bank holidays.

Probation period: 2 months



How to apply

Deadline:

5pm Friday 10th December 2021

Pre application

If you are interested and would value an informal conversation about how it may suit you at this stage in your career, we would love to hear from you. Please contact Helen Moore (Engagement Lead) on helen.moore@esamail.org.uk

If this date is a problem for you, please let us know in your application. If invited to interview, we will ask you if you need any reasonable adjustments. This includes reimbursing reasonable expenses incurred within the UK.

Interview questions and process will be distributed in advance, in order to give you time to prepare.

Submitting an application

Please complete the attached application form and submit to: rosena.stevens@esamail.org.uk

Before starting your application, please do take a read through and contact us if anything is unclear or if you need support in making your application.

If you would prefer to make an application by video or voice recording, it should be no longer than 5 minutes and provided as a google link.

In the video, please tell us:

- Your name, postal address, phone number and email address
- Why are you interested in this role and contributing to the work of East Street Arts?
- What skills, knowledge and experiences do you have that are relevant to the role?
- Your top three professional achievements and why you're proud of them?

We do offer all of our team members training, mentoring, networking and other support – so if there are areas of the job you're not completely confident with, let us know and we can work out ways of supporting you better.

Recruitment and selection process

Job interviews will take place w/c 3rd January 2021



GALLERY OF FAME

GALLERY OF FAME



BOB BARCLAY

BOB



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BOB



EAST ST ARTS

making space for artists

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