



Welcome from the Director and CEO

Hello, and thank you for your interest in joining [Rural Arts](#)!

Rural Arts is a brilliant organisation, bringing creativity to communities across **3,500 square miles** – a geography eight times the size of Greater Manchester.

We're also unique, as the only [Arts Council England annually funded organisation](#) in North Yorkshire to work **across the county and across all disciplines**.

And, like all arts and cultural organisations, we face **unprecedented challenges** – and perhaps opportunities – as we emerge from the COVID-19 pandemic.

One thing is certain: Rural Arts is **more vital than ever**, and by pursuing our vision and practising our values, we'll play our part in the cultural, social and economic recovery and future of our region and industry.

We're thrilled to be recruiting for an **ON Tour Manager** to join Rural Arts. As a senior member of the team, you will programme 70 high-quality live performances each year across North Yorkshire and the Tees Valley in a range of unique community venues.

If you haven't come across rural touring before, we encourage you to review the brilliant resources from the [National Rural Touring Forum](#) before compiling your application.

We look forward to receiving your application, which we're asking you to submit by **23.59 on Thursday 9th September 2021**.

Best wishes,

Max May
Director and CEO



T 01845 526 536
E admin@ruralarts.org
W www.ruralarts.org

The Old Courthouse
Westgate, Thirsk
North Yorkshire, YO7 1QS
Charity Reg No. 1081007



Before you start...

We hope this pack gives you all the information you need.

There's a lot of information we want to share with you, so we've split this document into the following sections:

Section	Page
Rural Arts	2
North Yorkshire	3
The Role: ON Tour Manager	4
About You: Person Specification	6
How to Apply	7
What happens next?	8
What We're Offering	9
Championing Diversity	10
Accessibility	10

If you have any questions, please email Operations Manager Angela Holt (angelaholt@ruralarts.org) or call 01845 526 536.

Rural Arts

Rural Arts is a registered charity that delivers inspiring and inclusive creative opportunities that enrich lives and connect communities. Working across 3,500 square miles of England's largest county, our vision is **creativity in every community in North Yorkshire**.

We provide over 400 events and activities each year at **[The Courthouse](#), North Yorkshire's only professionally-run, cross-discipline arts centre**, which is also home to an award-winning café, an artisan shop and rooms to hire.

We programme **[70 professional performances](#)** per year in rural venues and lead a range of **[wellbeing and skills programmes](#)** to support isolated and vulnerable people.

Rural Arts was **founded in 1993** and is an **[Arts Council England National Portfolio Organisation](#)**.



Rural Arts

North Yorkshire



Top: A view across the North York Moors National Park. Bottom left: Whitby, a historic seaside town in the eastern district of Scarborough. Bottom right: The town of Skipton in the western district of Craven.

North Yorkshire is **England's largest county**, spanning over 3,500 square miles – that's three times the size of Luxembourg. 85% of this area is classified as **'super sparse'** due to its intense rurality and low population density.

The county is home to **stunning scenery, incredible artists**, and very **friendly folk**. It also faces significant and unique challenges: a **'digital deficit'**, an older population double the national average and three of England's most deprived wards.



While 78% of people in North Yorkshire live rurally – **four times the national average** – North Yorkshire is home to a number of market towns and is easily accessible from towns and cities in neighbouring counties. You can **find out more about North Yorkshire** [here](#).

Rural Arts is based in **The Courthouse, Thirsk**. [Thirsk](#) is 15 minutes on the train from **York** and around a **30-minute** drive from other towns such as **Middlesbrough**. The Courthouse is a **short walk/cycle** from Thirsk train station.

We are adopting a **‘more in than out’ approach**, whereby all staff deliver the majority of their working hours at The Courthouse, and those who can deliver some from home may arrange this with their manager.

The role: ON Tour Manager

Programming (25%)

- Developing a programme of proposed performances for ON Tour by
 - Attending performances, conferences and liaising directly with artists and companies
 - Negotiating fees, dates and technical requirements with companies/artists
 - Working within ON Tour’s annual budget for expenditure and requirements for income generation
 - Collating a range of high-quality, accessible and diverse performances, across a broad variety of disciplines, in line with the Artistic Quality and programming policy
- Collating the proposed programme and disseminating it to Rural Arts’ network of volunteer promoters
- Liaising with the Creative Producer (Performing Arts) to develop an annual performing arts programme for The Courthouse

Tour Management/Producing (25%)

- Scheduling a programme of performances for ON Tour by
 - Coordinating the allocation of performances at village halls and community centres in North Yorkshire and the Tees Valley
 - Negotiating fees and dates with volunteer promoters
 - putting contractual arrangements in place
- Supporting artists/companies and promoters with advice and guidance



- Working with the Marketing Coordinator to promote ON Tour and its events via print, digital and press
- Ensuring promoters collect audience feedback and complete the relevant post-performance monitoring
- Issuing all contracts, and raising and receiving invoices
- Attending performances where necessary, and occasionally working Front of House at The Courthouse alongside the Creative Producer (Performing Arts), other Rural Arts' staff and/or volunteers

Community Development (25%)

- Supporting promoters and their teams to market their performance, develop their audience, build their skills and liaise with artists
- Maintaining a database of venue and promoter information
- Researching and targeting new venues to engage with the scheme, particularly in response to current opportunities or strategic developments
- Delivering a programme of networking and training opportunities for promoters
- Engaging promoters with reviewing and assessing shows, offering opportunities to attend showcase events and festivals
- Receiving and analysing feedback from promoters to develop our offer and programme
- Managing any annual District Council commissions, which may include (but not limited to) developing ON Tour's economic impact, business sector partnerships and promoter training

Strategy & Development (25%)

- Working in partnership with other organisations and agencies to develop and deliver projects, including co-programming or artist development programmes
- Developing and managing additional projects and programmes as agreed with the CEO
- Identifying funding opportunities to support the development of ON Tour
- Working closely with the Outreach team to develop the inclusion of performing arts as part of community projects
- Completing evaluation reports and updates for funders and Rural Arts' board



The following commitments are **required of all Rural Arts' staff**:

- Adhering to Rural Arts' policies and procedures
- Celebrating and championing diversity in all its forms
- Working collaboratively and supporting other staff in their areas of work when required
- Any other duties that may from time be required by the Director and CEO or Board of Trustees

About you: Person Specification

Essential

- Experience, interest in or understanding of programming live performance
- Experience, interest in or understanding of professional performance in non-professional settings
- Professional experience successfully managing large-scale live performance programmes or projects
- Professional experience successfully managing budgets and delivering to timelines
- Experience building relationships, collaborations, and partnerships
- Excellent communication, time management and organisational skills
- Strong skills in Microsoft Office 365 packages, including Outlook, Word, Excel and Forms
- Ability to attend performances across the county on some evenings and weekends
- Ability to attend site visits and deliver training sessions in venues across the county
 - As North Yorkshire has very limited public transport options, we anticipate this including a full driving license and access to your own vehicle



Desirable

- Experience programming live performance
- Experience creating and managing tours of live performances
- Experience, interest in or understanding of rural touring
- Experience supporting individuals or groups to develop their capacity, skills, and experiences
- Experience, interest in or understanding of marketing live performance
- Experience, interest in or understanding of Arts Council England aims, objectives, strategies and funding priorities
- Experience researching and writing fundraising applications or project proposals
- Experience liaising with live performance artists/companies, including fee negotiations
- Experience, interest in or understanding of monitoring and evaluation

How to Apply

We've been thinking about traditional recruitment practices, and how these may at best inconvenience and at worst exclude some potential applicants.

Ultimately, we want to know **why you'd be great at this role**, and we don't mind how you share this with us.

You may decide to apply by:

1) Submitting a CV and supporting statement (written / recorded)

These should demonstrate why you'd be great at this role.

We don't anticipate your supporting statement needing to be longer than **500 words** or **4 minutes** of audio/video.

2) Downloading and completing the 'Person Specification Tables'

This will allow you to demonstrate why you'd be great at this role by sharing your skills and experience in **direct relation** to each element of the Person Specification.



3) Another way that you decide

We want you to be able to demonstrate why you'd be great at this role in **the way that best suits you**, your experiences and your access requirements.

If there's another method you'd prefer, **use it**. Don't feel that you have to check this with us first.

Submission by this method **shouldn't take you any longer** than you would usually spend on a more traditional job application process.

Whichever way you decide to apply, we would strongly encourage you to share with us any feedback you have about the application process.

Once you've created your application, please send it to recruitment@ruralarts.org or

Recruitment
Rural Arts
The Old Courthouse
4 Westgate
Thirsk
YO7 1QS

We'd like to receive your application by **23.59** on **Thursday 9th September**

If you have any questions, or need to submit your application in another way, please contact Angela Holt (Operations Manager): angelaholt@ruralarts.org or 01845 526 536.

What happens next?

We recognise how much time and effort goes into crafting and submitting an application, so **we'll review each with the same care and attention**. We do this by anonymising applications and scoring them using a set of guiding principles. These processes also help us to **avoid bias**.

We currently anticipate hosting interviews on **Thursday 16th September**

We hope to conduct interviews in person however will accommodate virtual interviews where required.



If this date or method does not suit you, **please tell us** in your application.

We hope to let you know by **Friday 10th September** if you are being invited to interview for the role. We will let you know if our timelines change, and you will hear from us no matter what the outcome of your application.

If your application is unsuccessful, we are happy to share with you the areas in which we felt your application could have been stronger.

What We're Offering: Terms, conditions, and benefits

Annual Salary: £25,629 per annum, pro-rata (£15,377), or a flat-fee of £17,000 for freelancer arrangements.

Hours: 22.5 hours per week. We can be somewhat flexible about how this is achieved. All Rural Arts' staff may occasionally be asked to work at one-off evening or weekend activities.

Employment type: Permanent contract, or self-employed position.

Annual Leave: 24 days, three of which must be between Christmas and New Year. This is not inclusive of Bank Holidays, and would not apply if engaged on a freelance basis.

Remote Working: We're operating a 'more in than out' policy, where staff complete the majority of their working hours at The Courthouse.

Training and development: Annual training budget plus the opportunity to participate in wider staff training.

Staff discount: 25% off in our artisan shop and award-winning café, free tickets to performances and workshops when available.



Championing Diversity

Rural Arts strives to champion diversity in all its forms.

People from the global majority*, who are LGBTQIA+, disabled and/or from low socio-economic backgrounds are particularly encouraged to apply.

*This includes, but is not limited to, people of Black Caribbean, Black African, South Asian, East Asian, South East Asian, Middle Eastern, Arab, Latinx, Jewish, Romany and Irish Traveller heritage.

People from these groups are currently under-represented in the arts nationwide, and Rural Arts is committed to challenging and changing this.

We are also particularly keen to hear from people who have lived experience of or affinity with rurality, rural isolation and/or the work we do to enrich lives and connect communities.

Accessibility

If you require this or any further information in an alternative format, please contact Angela Holt (Operations Manager): angelaholt@ruralarts.org or 01845 526 536.

You can access an audio recording of this pack by clicking [here](#).

You are encouraged to share any access requirements you may have at the interview stage in the covering email/letter of your application. This includes whether or not you're able to attend an in person interview at The Courthouse.