



JOB DESCRIPTION

Creative Producer, WOW North East

Reports to:	Director of Festivals and Programmes
Working Closely with:	WOW's Project Team S&DR200 Project Team
Fee:	£27,000
Pension:	N/A
Working Pattern:	Part-time, agreed in discussion but likely between 2 to 3 days commitment until Oct 25
Contract type:	Freelance, Fixed term & project based
Holiday Entitlement:	N/A
Employer:	The WOW Foundation
Place of Work:	Working remotely from the North East. Office space will be made available should the occasion arise at WOW's offices, HKX Building, 3 Pancras Sq, London and at Durham County Council offices and Darlington Borough Council Offices in the NE All reasonable flexible working arrangements will be taken into consideration.

ORGANISATIONAL OVERVIEW

The WOW Foundation (WOW) was established in May 2018 and is dedicated to building, convening and sustaining a network of people of all genders who believe a gender equal world is both desirable and possible. We set up and manage the WOW Global Network - a fast-growing set of partnerships, across 45 places and six continents, reaching on average 63.5M people each year through live/digital events, campaigns and media. The WOW Foundation also produces cultural events both independently and in partnership. They are catalysts for change, celebrating what women, girls and non-binary people have achieved, having frank conversations about the obstacles that still exist and creating solutions together.

Our work focuses on gender equity and through our unique programmes we galvanise action, convene and educate as we join the dots between people, movements and ideas to change the world.

Our programmes include:-

- **Festivals and events** across the world, securing our reputation as thought leaders, convening new ideas and solutions, with a powerful and effective call to action



- **Building and supporting a global network** - we believe in collaboration and our network enables peer to peer mentoring, leadership development, convening, sharing knowledge - and building festivals and events - with like-minded organisations globally.
- **Maintaining a shared asset/knowledge bank** - to support the work of partners across the globe
- **Education and leadership** programmes for women and girls
- **High profile projects** that are sector or issue specific - leveraging our reputation and influential network to focus attention in a targeted way

WOW was founded, and continues to be led by the trailblazing theatre director Jude Kelly CBE, one of the UK's most powerful cultural leaders. She is an award-winning creative, a business leader and mentor, and a global champion of equality, with a particular focus on intersectional, gender equity for which she has received many awards and accolades. WOW's team are experts in harnessing the transformative power of culture, creativity and the strength found in embracing complexity, intersectionality and the coming together of diverse voices, needs and focus.

Watch our film [HERE](#)

WOW is a registered charity, operating independently since 2018, having grown out of a project founded by our CEO, Jude Kelly CBE in 2010, whilst Artistic Director at London's Southbank Centre.

The WOW Foundation is a small team that relies heavily on positive colleague relationships, good communication, and the ability to raise any issues early in a positive and constructive manner. 2025 will be WOW's 15th anniversary year.

STOCKTON & DARLINGTON RAILWAY 200 (S&DR200)

S&DR200 is a 9-month international festival taking place across County Durham and Tees Valley in 2025, to celebrate the 200th anniversary of the first journey on the Stockton and Darlington Railway (S&DR). S&DR200 is funded by Darlington Borough Council, Durham County Council, Stockton-on-Tees Borough Council and Tees Valley Combined Authority. S&DR200 is part of Railway 200, a nationwide campaign celebrating 200 years of train travel.

The festival team is working with internationally and nationally renowned artists, makers, filmmakers, curators, historians, and local creatives, and communities to create a rich and varied festival programme. Visitors of all ages will enjoy immersive art installations and augmented-reality digital games, see treasured artworks in the region for the first time, join thousands of others for awe-inspiring outdoor events and see some of the world's favourite locomotives. It's a look to the future as well as a celebration of our heritage.



WOW NE will be a key part of the next chapter for the region asking the question, what's next? What skills and thinking do we need to create an environment, community space and opportunities we all want, and importantly can live in? Who are the next pioneers of the region and what's your role on this global stage?

THE PROJECT - WOW NORTH EAST

The WOW Foundation and S&DR200 are developing a new WOW Festival to take place in the North East - the first WOW in the region. Aligning with [International Day of the Girl](#), it will celebrate women, girls and non-binary people in the region, nationally and internationally, and raise conversations, awareness and action around gender equity, led by creativity and innovation.

The Festival will take place across the region with a hub at Gala Theatre, Durham, on Friday 17 and Saturday 18 October 2025. Friday 17 October will be a Schools Day for young people across the region, and Saturday 18 will be for the public.

ROLE OVERVIEW

The role of Creative Producer for WOW North East sits within a dedicated small team at WOW who are working together to achieve the aims and objectives of The WOW Foundation as outlined above, working closely with our project partners, S&DR200.

The role will be based in the North East and will have three main areas of focus:-

- **(40%)** The development of **community relationships** and building a wide awareness of the project with neighbourhoods and groups across the region;
- **(20%) Audience development** actions that arise from these relationships actively inviting people to participate and take part in activities;
- **(40%) Creative production and programming**, including programming and advancing events, activities, and performances and more, inviting speakers and contributors to the Festival, including spotting great programme opportunities arising from the community development strand of work. The role will work closely with WOW's central project and programme team to build these into a coherent, exciting and inspiring programme that builds connection, determination and optimism around gender equality across the city and region.

Across these areas of focus the role will work with Marketing and Communications teams on community and audience development, and programme updates and announcements, and feed into Development teams to support fundraising activities for the project.

The role will require:



- Excellent communication, the ability to develop strong working relationships with a wide range of community and programme/project partners, both internally and with external delivery partners to ensure that all opportunities are followed up and excitement builds across the city.
- Proven programming experience, alongside a proven sensibility for participation working with people of all ages and from a wide range of backgrounds.
- A track record in successful development of engaging activity that successfully achieves the desired outcome and impact for participants and audiences, as well as meeting stakeholder and funder expectations and requirements.
- A strong local knowledge of the North East region, in particular across the Tees Valley and County Durham, with existing, established networks and relationships with local communities, organisations and groups.
- Experience of successful stakeholder and funder management.

Budget management and monitoring will be included within the scope of your work and at times you *may* be asked to manage other freelance contractors, work experience and/or volunteers. You will work closely with a range of external partners, artists, activists, young people, contractors, freelancers and others, as you lead on the development of WOW relationships across the region.

To achieve all the above, you will work closely with the S&DR200 project delivery team - and with other WOW team members, in particular the Director of Festivals and Programmes.

The WOW Foundation is a small team that relies heavily on positive colleague relationships, good communication, and the ability to raise any issues early in a positive and constructive manner.

Aims of the role:

- To ensure that WOW creates a WOW Festival in the North East that is both of the region, and for the Region - built from the local community and connected to the UK and WOW's Global network.
- To ensure that WOW Festival in the North East reflects the themes, aims and objectives of the S&DR200 Festival, in particular celebrating the innovation, technology and invention of the region - looking forward to growing areas of specialism: sustainable space research and space technology; fintech; and green technology.
- To provide the connecting tissue - and local, embedded knowledge and networks - into the wider WOW and S&DR200 teams, to deliver an incredible programme at a well-attended and critically well received Festival.
- To ensure that the WOW Festival is relevant for and connected to the young people of the North East through a digital schools offer and an in person Schools Festival Day.



KEY RESPONSIBILITIES

As part of the WOW team you will be expected to play your part in engendering a positive, professional and upbeat working culture and team-centred approach to delivery of the WOW vision and mission. This will include:

- Reading and working to our [Code of Conduct](#) whilst at work and/or out and about representing WOW whether in the community, or on stage at a Festival.

The Development of Community Relationships

- Prepare a presentation and marketing assets, in partnership with the WOW Team.
- Take this presentation to as many community groups / neighbourhood meetings / women-led/focused groups across the city and wider region as possible - with a view to informing and inviting people from across the region to our project - and letting them know about all the various ways to get involved and contribute.
- Attend WOW Think Ins from Jan 25 onwards.
- Actively research and seek out - as well as respond to enquiries to follow up participation and programming leads as they arise across the city.
- Ensure all connections made are logged accurately on WOW's internal systems.

Programming Responsibilities

- Spot great programming opportunities as you build networks and connections across the city, including (but not limited to):
 - great panel speakers (local)
 - great spoken word artists / workshop leaders - across wide range of ideas (sport/craft/self-care etc) / experts in their fields / strong community leaders who are making great change in their communities / young people with emerging activism / women in construction / etc.
- Work closely with WOW's appointed programme lead to build these connections into a coherent and inspiring programme across these two main programming elements:
 - Friday 17 October - WOW Schools Day
 - Saturday 18 October - WOW Festival Day (for the public).
- Work closely with WOW and S&DR200 teams and our partners, including the venue and Durham County Council event teams, to ensure the smooth advancing, contracting of artists and delivery partners and ultimately the successful delivery of the programme.



- Commit to working with WOW's tried and tested planning documents - including our Programming Grid / Mistress Grid and other documents. These documents are used across our teams for up to date information, including MarComms, and are vital to keep up to date.

Audience Development Actions

- Working closely with both WOW and S&DR200 MarComms teams to ensure that comprehensive mailing lists are collated and kept up to date, to ensure direct communication with those who have expressed interest in the programme.
- Devise a method of keeping in regular contact as relationships develop.
- Ensure that feedback, both formal and informal are reported back into the project teams at WOW and S&DR200. As the person out in the community across the region, this will be vital to ensure we listen and respond through our eventual programme and activities.
- Ensure engagement and audience participation are evidenced and recorded as required for evaluation purposes and in line with stakeholder/ funder requirements.

Finance

- If applicable, oversee and update assigned project budgets, working with WOW's Executive Director.
- Work with other team members to assist with tracking project and event expenses, and collate financial information for internal teams as required.
- Record all expenditure, tracking the budget accordingly including managing expenses and submitting receipts and invoices for payment in accordance with the WOW financial management systems.
- Advise the Executive Director of any budget/programme changes of which funders, stakeholders or other team members need to be aware.
- Manage and keep track of all expenses and any petty cash for each assigned project.

MarComms

- Contribute (through Team and project meetings) to ideas for marketing and communications.
- Contribute when and if required, to social media (e.g. through on-site photography, or stories live from events/project delivery).
- Request, review and collate artist biographies and headshots, relating to the project and programme you are working/assisting on.
- Keep the MarComms team updated on programme and feed into Press Releases on programme detail.



Monitoring, Evaluation & Fundraising

- Ensure evaluation is carried out during the course of the project, as per the funders', WOW's and S&DR200's evaluation needs and completing ongoing participant monitoring, working with WOW's Trusts & Foundations Manager and Executive Director.
- Ensure a sustainability report is carried out during the course of the project, as per S&DR200 and WOW's needs.
- Support the wider WOW Team in the capturing and collection of participant stories, quotes and feedback including capturing specific case studies which WOW and S&DR200 can share externally.
- Contribute to the shaping of funding applications for any opportunities that arise for additional funding for WOW in the North East.
- Work with both WOW and S&DR200 Development Team's to collate any information or proposals needed for funding applications/campaigns or approaches to individuals, relating to the projects that you are working/assisting on.
- Ensure funders and key stakeholders for projects are kept informed and connected with the progress of the work for the projects that you are working/assisting on and working closely with WOW and S&DR200 Development Teams, S&DR200 Festival Director and WOW Executive Director.

Safeguarding

- Read and digest WOW's Safeguarding Policy and work with WOW/S&DR200/Durham County Council Designated Safeguarding Officer (DSO) where needed.

General

- Attend WOW staff team meetings / S&DR200 team meetings where required.
- Attend any relevant training as required
- Comply with WOW's Code of Conduct and other key policies at all times.
- Follow safeguarding procedures including reporting and writing incident reports
- Follow health & safety procedures including updating/creating and/or contributing to any project specific risk assessments.
- Represent and advocate for WOW at events where needed, developing relevant networks and finding opportunities for WOW's work to be shared and celebrated.
- Ensure effective communications with internal and external stakeholders, including working with the Senior Management Team when required to contribute to reports for the Board of Trustees and other Committees and stakeholders.
- Undertake any other duties which may be reasonably required within the scope of the work and fee.



ACTIVITY PLAN & MILESTONES

October 2024

- Job Recruitment launch and campaign

November – December 2024

- Interviews and contracting
- Possible few days of contract to enable attendance at the first WOW North East Think Ins

January 2025

- Role starts in earnest January 2025

Jan - May 2025

- Community research, programming development
- Schools invitations and sign up
- Festival production development, liaison with venue, delivery model refined
- Attendance at WOW at 15 event, Royal Albert Hall - Sat 8 March 2025
- Input into fundraising and marcomms

May 2025

- Early Marketing Campaign launched - headlines and flavour
- Schools programme finalised - and all spaces booked by Schools (for the new School Year)

Sept 2025

- All schools re-confirmed, full programme and comms sent out
- Festival Marketing Campaign - full programme and (free) ticket booking campaign

Oct 2025

- Festival Delivery Programme finalised



PERSONAL SPECIFICATION

Essential

- High-level creative production and administrative skills, ideally from within a cultural sector environment, with a proven track record and at least five years experience within a similar role, including working with communities and people of all ages and backgrounds.
- A successful track record in facilitation
- Experience of working with creative practitioners and cultural organisations
- A strong local knowledge of the North East region, in particular across the Tees Valley and County Durham, with existing, established networks and connections within the area
- Exceptional organisational skills with an ability to prioritise competing deadlines
- Excellent written and verbal communication skills
- Track record of working with artists and speakers, including high profile people and those with complex needs
- Financially literate, including the ability to monitor and manage income and expenditure across complex project budgets
- Experience in managing projects & skilled at developing and maintaining a wide variety of project documentation
- High level of attention to detail
- Ability to work proactively with limited supervision
- Excellent partnership / relationship management skills
- Excellent people skills - including the ability to work with a broad range of both internal staff and external stakeholders at all levels within an organisation).
- Creative, innovative and solutions focused.
- Excellent ICT skills including Word, Excel, PowerPoint, Google Drive
- Positive attitude and a 'can do' approach
- Be committed to achieving high standards with the resources available
- Flexible approach to working, including the ability to work unsocial hours and the ability to travel.
- Interest in the arts, the work of WOW and a passion for gender equality

Desirable

- Knowledge of GDPR



NOTE: This job description is a guide to the nature of the work required, not an exhaustive list of duties. The CEO and Founder, Executive Director or Director of Festivals and Programmes may, at any time, allocate other tasks which are of a similar nature and level.