

## **Lichfield Arts concert programmer**

### **Role**

To plan and book the programme for Lichfield Arts' two concert seasons (Autumn season: Sept to Dec; Spring season: Jan to May), typically comprising approximately 30 concerts between them.

### **Objectives - Programme Contents**

A balance of music from established and well-known artists demonstrating integrity and originality from the folk, blues, jazz, roots and rock genres plus, per concert series:

- A local/community event - e.g. featuring local artists.
- A more innovative concert - e.g. world music or a different musical or art form.
- Up to two 'introducing' acts - i.e. acts less likely to be known by, and aimed at widening, our customer base.

### **Objectives - Financial**

To generate a financial surplus over both concert series of £TBC, with this to include profit from bar sales, raffles and any other income generated but exclude fixed overheads of office salaries and marketing.

Not to expose Lichfield Arts to high financial risk.

Ticket prices will be lower than normal for the 'introducing' concerts and a small financial loss will be acceptable for these.

### **Venue And Cancellation**

Lichfield Guildhall is the primary venue, but other venues should be considered as necessary - e.g. Lichfield Cathedral, Lichfield Garrick, George Hotel, Wade Street Church for major artists and smaller venues as appropriate.

Concert cancellation initiated by Lichfield Arts (e.g. due to poor ticket sales) is a last resort.

### **Process**

Prepare a draft of each concert programme. In so doing:

- Take into account aspects such as the objectives above, relevant information from past Lichfield Arts concerts, artist availability and inputs from trustees, staff and volunteers.
- Use our concert tracker tool to establish proposed audience numbers, artist fees (noting that artists should preferably be paid via a percentage of door take rather than a fixed fee), ticket pricing, overhead costs etc.

Present each draft programme to trustees at the relevant trustee meeting (January for the Autumn season and May for the following Winter/Spring season).

Following approval by trustees, book the artists and agree contracts using Lichfield Arts' template artist contract and send all contractual documentation to the Lichfield Arts office team.

Obtain artist promotional materials and prepare text for use in Lichfield Arts publicity (website, social media, printed programme, media releases etc.).

Monitor marketing activity and ticket sales and alert the Lichfield Arts office team of any issues.

### **General Requirements**

In undertaking the role support the aims and objectives of Lichfield Arts throughout.

Attend trustee meetings as required.

Deal with any agent and artist enquiries.

Provide ongoing liaison between artists and Lichfield Arts in the period between concerts being booked and taking place.

Be available to respond quickly to artist and Lichfield Arts queries.

Keep relevant people informed of any issues or developments.

So as to be fully connected with Lichfield Arts be present, at least for the start, at some of the concerts.

Be willing to support our festival programming and work with festival teams.

Be aware of local and regional venues.

### **Terms**

The post is a freelance/self-employed role for a fee of £1,500 per year. The fee will be payable in two installments of £750 each on receipt of invoices submitted once each concert programme has been approved and all acts have been booked.

Reasonable expenses (e.g. use of phone) can be invoiced subject to agreement in advance from trustees.

The post holder is responsible for any personal tax payable.

The contract will be reviewed annually in August.