

## JOB DESCRIPTION

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**Post Title:** Concert Programmer

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<b>Job Purpose:</b>	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 events between them
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**Responsible to:** Chair of Lichfield Arts

**Key Relationships:** Other Trustees, Office Manager, Marketing Manager, artists, agents

**Location:** Remote, with the occasional need to attend meetings at Lichfield Arts' office in Lichfield or other local venues.

**Contract type:** Freelance.

**Remuneration:** As per the fixed price quote submitted by the successful applicant.

### Objectives - Programme Contents

To create concert series that major on affordable established and known artists that demonstrate integrity and originality from a broad range of musical genres including folk, blues, jazz, roots, pop and rock.

Also include within each concert series more ambitious/experimental events, such as those featuring local artists, different musical or non-musical art forms and artists less likely to be known by, and aimed at widening, our customer base.

Avoid repeat bookings of artists in a two year period other than by exception.

### Objectives - Financial

To generate a financial surplus across the two concert series each year of an amount to be agreed in advance with LA's trustees, recognising that until Covid restrictions on venue capacities are removed it will be difficult to realise pre-pandemic financial surpluses.

Not to expose Lichfield Arts to high financial risk over an entire concert series.

Ticket prices may be lower than normal for the more ambitious/experimental events and a small financial loss will be acceptable for these.

Concert cancellation (e.g. due to poor ticket sales) is a last resort and will be decided upon by Lichfield Arts' trustees.

### Venues

Lichfield Guildhall is historically the primary venue, but given its reducing availability other venues should be utilised as appropriate - e.g. Hub At St Mary's, Lichfield Cathedral, Lichfield Garrick, Sandfields Pumping Station, George Hotel and Wade Street Church.

## **Excluded From Scope**

The concert programmer is not required to assist with preparing for each event, such as securing volunteers, PA and lighting and venue liaison regarding room layout, logistics etc.

## **Process**

Devise and agree with trustees an outline of each proposed concert programme, accounting for aspects such as the objectives and venues above, relevant information from past Lichfield Arts concerts, artist availability and inputs from Lichfield Arts personnel.

Following trustee approval proceed with completing the concert programme and booking the performers and venues. In so doing:

- Use Lichfield Arts' Excel tracker tool to establish an expected financial outturn per event based on factors such 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.
- Liaise with the Office Manager and local venues regarding venue availability.
- Agree contracts using appropriate contract documentation and send it to the office manager.
- Obtain artist technical specifications and send them to the office manager.
- Obtain artist promotional materials and send them to the Lichfield Arts' marketing team for them to prepare copy for use in publicity (website, social media, printed programme, media releases etc.).
- Consult with trustees regarding any issues or queries, such as regarding a particularly high risk proposed booking.

Thereafter:

- Provide ongoing liaison with artists, agents, venues and Lichfield Arts personnel until the event takes place, in so doing dealing with any queries and issues promptly (e.g. low ticket sales requiring the artist to assist with marketing) and keeping all relevant people informed.
- Keep trustees updated with progress, including via attendance at monthly trustee meetings.

## **Person specification**

### ***Essential skills and experience:***

- Knowledge of the music scene.
- Established contacts with artists and agents.
- Negotiating experience.
- Computer literate.

### ***Desirable:***

- Knowledge of local venues.

### **Personal qualities:**

- Good at working to deadlines.
- Good communication skills.
- Proactive and responsive.
- Good at keeping people informed.
- Tenacious.
- Attention to detail.