

CREATIVE PRODUCER – OPPORTUNITY

INTERNATIONAL STRATEGY & DELIVERY GROUP (ISDG)

Liverpool City Region Combined Authority (LCRCA) & British Council

Summary:

The Liverpool City Region International Strategy & Delivery Group are seeking a **Creative Producer** to lead, develop and co-ordinate **pilot cultural and creative activity as part of an International Student Welcome initiative for Autumn 2021**, working in partnership with the LCR Combined Authority, British Council, Universities, and the wider cultural and creative sector within the Liverpool City Region.

Duration: May/June 2021 – December 2021

Time commitment: Approx. 5 days each month

Role Payment: Fixed fee £10,000

Project Budget: £10,000

Background

The Liverpool City Region Combined Authority (LCRCA), in partnership with the British Council, convenes a regular **International Strategy and Delivery Group (ISDG)** with representatives from the cultural sector and the third/voluntary sector (including arts, education and civil society) across Liverpool City Region (LCR). The purpose of the working group is to embed an international outlook across the city region's social, educational and cultural organisations, and to develop globally minded young people.

Research Commission

In 2020, the British Council supported the ISDG in commissioning Culture in Flux to produce a research report with the following aims:

- Understand the **international visitor profile** to LCR so that we can respond to needs and maintain/grow its position as an outward facing, internationally known city;
- Develop a broader understanding of the **impact of the cultural offer on residents and communities**, with particular emphasis on engagement with internationalism overseas and internationalism 'at home';
- Increase **knowledge of our diverse local communities**, including diaspora communities, and the voluntary sector organisations working with them;
- Understand the **international student population make-up** (including projected make-up) to inform a collaborative approach by the cultural sector and the third/voluntary sector in providing an accessible, relevant, compelling and potentially international cultural offer across LCR;

- Develop a coherent **data set and analysis showing gaps and potential for future development** of our international work across a range of sectors;
- **Capture case studies and promote stories of the international dimensions of people and place**, representing a cross section of society and communities across LCR.

The research report was complete at the end of 2020 and was framed around three priority audience groups which had been identified by the ISDG. These are **(1) international students (2) residents** (including school pupils) and **(3) international visitors**.

The summary report can be downloaded from Open Eye Gallery's opportunities page, alongside detailed 'deep dive' reports for each priority audience group, together with case studies providing further context, analysis and recommendations.

INTERNATION STUDENT WELCOME PILOT

Following the research, the ISDG has created a series of work packages which will form our activity in 2021 including one to **design and deliver a pilot project, focused around an International Student Welcome to the Liverpool City Region Cultural offer**.

The ISDG are seeking a **Creative Producer** to lead, develop and co-ordinate this initiative working in partnership with the LCR Combined Authority, British Council, the Universities and the wider cultural, third/voluntary and creative sector within the Liverpool City Region.

The key objectives of the International Student Welcome are to:

- Develop a collaborative concept which aims to support international students:
 - to engage with and develop a sense of place during their time of study in the LCR;
 - to appreciate the breadth of the cultural offer available including physical, natural and heritage assets;
 - to get involved in their communities; and,
 - to feel part of the life of the city and city region.
- Create a blended approach which incorporates and tests ways of using digital engagement and digital content as well as physical activity within the pilot;
- Facilitate coordinated action that unites people around a shared approach towards an international student welcome;
- Evaluate the approach with recommendations for potential scale up.

JOB DESCRIPTION: CULTURE & INTERNATIONALISM CREATIVE PRODUCER

We are seeking an individual who is a self-starter, highly motivated and well connected into the cultural sector across Liverpool City Region who can:

- Lead, design, coordinate and deliver a pilot project focussed on enhancing the welcome to the city region for international students (as part of the wider student cohort). This will include coordinated action in partnership with higher education institutions (including Liverpool Institute of Performing Arts, Edge Hill University Liverpool Hope University, Liverpool John Moores University and University of Liverpool, Liverpool School of Tropical medicine), as well as the wider cultural

sector and civil society organisations, aiming for a distinctive welcome programme in Autumn 2021/22;

- Work alongside the ISDG – particularly the HE representatives, but also more broadly the cultural sector, civil society and schools’ representatives – to ensure a genuinely city-wide and cross-sector approach is piloted. The Creative Producer will be expected to draw upon their own networks as well as creating new partnerships to draw upon creative content that offers an authentic and meaningful introduction and welcome to the city region;
- Ensure the Welcome reflects the diversity and breadth of cultural sector offers in LCR. This may include advocating for the work and encouraging participation from organisations who may not be aware of the ISDG;
- Take a digital-first approach to engagement, with a secondary focus on face-to-face engagement. The two should be part of an overall approach and act as complementary strands of activity;
- Work within a budget of £10,000 to realise the ambition of the pilot, evaluate the approach and set up a sustainable model with potential for scale up. The limited resources mean the Creative Producer will need to work efficiently, maximising resources from partners and curating, rather than commissioning new content, as much as possible.
- Ensure sustainability, access and inclusion are at the forefront of decision making, planning and delivery. This is particularly crucial when working with international students and should be well considered throughout.

The role will be supported by the ISDG steering group and LCR Combined Authority Co-ordinator. In addition, a student internship will provide additional support to the pilot in order to:

- Direct internal liaison with HEI’s, student union’s and student society groups to generate interest, test content and support delivery through amplification;
- Work closely with voluntary /third sector organisations and Local Authorities to build engagement;
- Engage in focus groups and test content for the international student welcome with representatives across the cultural sector;
- Contribute to knowledge on digital programming, sustainability, access and inclusion to the project delivery team.

A seconded role from one of the cultural organisations will work with the Creative Producer and Student intern to ensure the international student welcome pilot includes strong representation from the cultural sector across LCR. The exact contributions are to be determined, but tasks are likely to include:

- Signposting and brokering introductions to the wider cultural sector, including festivals and institutions of varying sizes and scales across LCR;
- Ensuring a dynamic and variety of content can be offered through the pilot programme by proactively identifying opportunities and sharing these with the Creative Producer;

- Liaising with internal teams and cultural networks, generating interest and advocating for international student welcome pilot project;
- Working with marketing and communications colleagues to ensure they can take a joined-up approach for promoting the international student welcome.

FEES:

The fee for this role is **£10,000 including VAT**. This will be payable by Open Eye Gallery on behalf of the International Working Group in three instalments – the first payable on signing of the contract (50%), the second payable on satisfactory completion at a mid-way point (30%) and the third payable on delivery of the final pilot activity (20%).

How the International Working Group would work with you

The International Working Group has a core group of representatives who meet every 6-8 weeks. The successful individual or organisation awarded this tender would be supported in the following ways:

- Inception meeting, either in person or by Skype, with representatives from the International Working Group to agree outputs, timescales, approach, expectations and ongoing communication;
- Signpost and broker introductions to our vast network of contacts across the cultural sector in LCR. This should complement the contacts and connections of the selected individual;
- Input into the agenda and shape of the pilot design and activity;
- Review progress ahead of the final outputs in a timely manner and in line with agreed timescales.

Selection process:

Proposals will be reviewed by a panel of representatives from the International Working Group, a representative from LCRCA and a representative from the British Council. Our assessment of the successful applicant will be based on merit and the following selection criteria:

- Your evidenced track record of delivering similar projects which have been well received and led to excellent results (20%)
- The quality and creativity of the approach (30%)
- Your experience (20%)
- The extent to which your time allocation for the project reflects good value for money and relevant to the proposed approach (15%)
- Deliverability - based on your proposed timeline, approach and experience of delivering similar projects (15%)

How to apply:

If you are interested in this role, please submit a proposal (max 2 pages) outlining your response and approach to the brief together with your CV (max 2 pages). You should

include references (using links to previous work and projects where relevant) to the following:

- Track record of delivering projects on a similar scale and with similar timescales, outlining why these projects were successful and submitting links to digital content produced previously;
- Approach – a description of your approach to the pilot, outlining proposed milestones/stages, activity and timescales.
- Please provide examples of content you've created previously which you feel reflects the quality of your work or which links to the purpose or content of this tender;
- Your costings – a breakdown of your costs, to give us an indication of how these have been calculated and to demonstrate value for money;

Whilst this opportunity is open to everyone, proposals from individuals and organisations based in Liverpool City Region are particularly welcome. In line with our commitment to diversity, individual applicants with disabilities are guaranteed an interview during in the shortlisting process. We would be grateful if you could include a note in your submission whether this is applicable to you.

Please also complete the Equal Opportunities Form by following this link:

<https://forms.gle/9oLYjyZKLVL4vQa16>

Your application should be submitted to jobs@openeye.org.uk by **12 noon on Monday 10th May 2021**.

Indicative timeline

Deadline for submission: Monday 10 May 2021 at 12 noon

Interviews: Tuesday 18 May 2021

Contracts issued and work to commence: w/c Monday 24 May 2021

Work to complete by: 31 December 2021

Queries

All clarification questions and queries to be addressed to: sarah@openeye.org.uk

Thank you for your interest in this opportunity.

We look forward to hearing from you.