TRANSFORM

PROGRAMME AND COMMUNICATIONS ASSISTANT (Freelance) RECRUITMENT PACK

PUMPITOPERA TRANSATLANTICA - MEXA. Image – JMA Photography

Role Title: Programme and Communications Assistant (Freelance)

We are seeking a highly organised and efficient Programme and Communications Assistant to join our team in Leeds and play a key role in the smooth running of Transform 25 as we plan and deliver our biennial international festival of adventurous performance and the culmination of our year-round support for trailblazing artists and creatives.

We are looking for someone who is excited about being part of a small but ambitious team, with a passion for contemporary international performance, to play a key role in the delivery of this year's festival.

ABOUT TRANSFORM

Transform is an engine-room for urgent, of-the-moment performance. Based in **Leeds**, our biennial **Transform festivals** takeover the city with powerful performance by local, national and international artists. We focus on reimagining what theatre can look like and do, celebrating the independent and adventurous spirit of our city, reflecting the socially conscious North, and connecting creatives and audiences to the world.

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Year round we activate communities through co-creation and support the development of the next generation of artists and arts professionals. We support diverse, early career Northern creatives to make evolutionary steps in their careers.

'INTERNATIONAL FESTIVALS CAN EASILY FEEL DETACHED FROM THEIR HOST CITY. IN BRINGING TOGETHER ARTISTS FROM ALL OVER THE WORLD, THE LOCAL GETS LOST... BUT AT TRANSFORM, THE CHARACTER OF LEEDS IS BAKED INTO THE PROGRAMME.'

THE GUARDIAN

The biennial **Transform** festivals showcase our own creations and premieres, community co-creations concocted throughout the year, and an international performance programme of contemporary theatre, performance and dance. Whilst amplifying creative voices across **Leeds** and **the North,** the festival also brings extraordinary global voices to the city. The festival takes place in iconic arts venues (from **Leeds Playhouse** to **Yorkshire Dance** and **Opera North**) alongside car parks, community centres, clubs and school halls.

THE FUTURE & TRANSFORM 25

Transform 25 (October 2025) will be a citywide festival of powerful, international performance, new commissions and special events. The festival will feature trailblazing theatre, dance and performance by urgent artists from across the North of England and the international scene.

The festival will be presented in partnership with major flagship arts institutions in the city including **Leeds Playhouse, Northern Ballet, Slung Low and Howard Assembly Rooms**.

You can read more about our vision and values here.

You can read our 23-24 Annual & Festival Report here.

You can find out more about our past work here.

THE COMPANY

The freelance Programme and Communications Assistant will join a core team that consists of Creative Director Amy Letman, Executive Producer Ali Ford, General Manager Brad Welch and Senior Producer Ema Boswood, alongside Freelance Marketing and Engagement Manager Hannah Keating and Freelance Production Manager Martin Clarke. In the lead up to the festival, the team will continue to grow with further roles aimed to support the delivery of Transform 25.

ABOUT THE ROLE

The purpose of this role is to support the Transform team in the successful planning, administration, communications and delivery of the Transform 25 festival. You will work closely with the General Manager, Senior Producer, and Marketing and Engagement Manager to provide administrative and communications support.

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Role Description:

Programme Administration

- Support planning and scheduling of the festival programme
- Support with arrangements and bookings of venues and locations
- Support general administration including drafting letters of agreement, welcome packs and itineraries
- Support the collation and distribution of key information from artists and visiting companies, including technical and marketing information
- Coordinate contact sheets for productions and projects
- Coordinate the sourcing of props, stationery and equipment for projects and activities
- Support the effective management of budgets by tracking costs
- Support the planning and delivery of special events, including workshops and special events led on by Transform's Young Curators and Visiting Artists
- Undertake research tasks as required
- General administrative tasks as required for key areas of work

Operations

- Travel and accommodation logistics, bookings and planning
- Support the coordination and administration of international travel permissions, including VISAs and ETAs
- Support the planning and delivery of access performances, including but not limited to BSL-interpreted, captioned, audio described and relaxed performances
- Coordinate ticket requests for press, artists and industry delegates
- Coordinate the creation of free sheets and signage for performances and events
- Support the recruitment and coordination of volunteers
- Support box office and ticketing processes
- Liaise with the Artist Host and Front of House in regards to artist chaperoning and hospitality

Comms Support

- Support the collation and scheduling of social media content including live social at events throughout the festival across Transform social media channels including Instagram, Facebook, TikTok, LinkedIn and other platforms as required
- Ensure festival events are included in relevant print and online listings
- Support with promotional event activity and engagement in the run up to the festival including presence at public facing events and contacting local groups and networks
- Support with print distribution in a timely and effective manner
- Support the coordination of photography and videography during the festival
- Support festival evaluation processes for reporting and monitoring purposes

Other

- Be an active presence throughout Transform 25 as required

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- Work within Transform's policies, including Health & Safety, Safeguarding and Equality, Diversity & Inclusion
- Participate in and support organisational meetings and events as required
- Any other duties appropriate to the post and organisation

Please note that the above is not an exhaustive list of duties, but an idea of the kinds of work we would expect this role to undertake.

Person Specification:

This role would suit someone who is at the beginning of their arts career journey, but who has gathered some experience. You will need some experience in the planning and organising of small-scale events or community projects and will be comfortable balancing a varied workload with flexibility, tact, and enthusiasm. This role will join Transform at a pivotal point in the lead up to Transform 25 and will need someone who can hit the ground running with support from our core team of staff and freelancers.

Skills

- Strong written and verbal communication skills, including writing descriptive text for events and alternative text for images
- Strong administration and organisational skills
- IT skills, including proficiency with Microsoft Word and Excel

Qualities & Behaviours

- Organised and resourceful, with an acute attention to detail
- A self-starter and quick learner who isn't afraid to ask questions
- Collaborative working approach, with the ability to work independently
- Personable communication style with a can-do attitude and generosity of spirit
- An interest in and curiosity for arts and culture, especially in Leeds
- Proactive and confident with good people skills
- Able to contribute confidently to group discussions whilst giving space to others

Experience

- Experience collating and disseminating information
- Experience and comfort working with external stakeholders i.e. venues, artists etc.
- Experience of schedule coordination
- Experience of administration or project coordination

Desirable

- Strong understanding of theatre and performance or interdisciplinary arts
- Familiarity with the Leeds City Region or wider Northern arts scene
- Familiarity with Transform's work and the kinds of work we support and present

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HOW WE WORK

We are building a festival that centres inclusivity and care, is co-created with communities and reflects the ideas and energies of those across the city and globe. We are working to ensure our organisation culture reflects this and the team contribute their own ideas and energies to Transform over the coming years.

The perks
We have an accessible working space within a reclaimed building on Mabgate called Hope Foundry, home to several other creative organisations, with a rich heritage dating back to 1812 and now managed by MAP Charity. Mabgate is the alternative cultural heart of Leeds and a short walk to the city centre and some of the city's major cultural venues on Quarry Hill. Hope Foundry is accessible by public transport, there is also a bike store on site. There is a café due to open on site and we have access to a shared kitchen set-up including a kettle, microwave and fridge. As a member of the Transform team, you'll get tickets to exceptional performances and festival events and we organise social gatherings with the team and board too. As well as becoming part of Leeds' thriving creative community, you'll have access to our national and international networks.

Working patterns
This role requires in-office and in-person working, in particular in the lead up to and delivery of the festival we will require this role to be prepared to work across the city to support the team. We will discuss the working arrangements in more detail with the successful applicant.

Equality, Diversity and Inclusion
The representation across our current core team and board is 80% female, 30% LGBTQI+, 30% people who are ethnically and culturally diverse and experience racism in our society, 20% who identify as neuro-divergent and 10% who identify as disabled. We particularly welcome candidates for this role from people who are currently underrepresented within the UK arts sector including those from lower socio-economic backgrounds, people from the Global Majority, people who are disabled and neurodiverse.

CONTRACT DETAILS

Key Relationships:
Reports to: General Manager
Works closely with: Senior Producer and Marketing and Engagement Manager

Contract:
This role is offered on a self-employed freelance basis, and you will be responsible for managing your own tax and national insurance.

Fee:
The fee offered for this role is £6,500, which is based on approx. 50 days at £130 per day.

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Timeline:
Working days will be scheduled across the period 21.07.25 – 04.11.25, and candidates should ensure they will be available across this period. The exact schedule of dates will be agreed with the successful applicant, but a tapered pattern of 2 days initially, before increasing to 3-4 days per week, rising to 5 days a week in the immediate run up to and during the festival should be anticipated, as well as a few days for post-festival wrap up.

TO APPLY

Access & Inclusion
We are committed to inclusion and to supporting creative people and staff needs. If you require this call out in a different format, would like any support completing the application, or would require support to undertake the role - don't hesitate to let us know by contacting brad@transformfestival.org.

Pre-Conversation
If you have particular questions or would like to discuss the role or your circumstances further before applying – please email brad@transformfestival.org subject line 'Programme and Communication Assistant query' to arrange a conversation with the General Manager.

Making an application
Please send a cover letter of no more than 2 sides of A4, along with your CV, outlining why you are suitable for the role with the job spec in mind, to brad@transformfestival.org marking the subject line 'PCA Application'. We are also happy to accept applications via video or a different format for accessibility purposes.

Please submit an Equal Opportunities monitoring form online, together with your emailed application.

Closing date:
10am, Wednesday 25 June 2025
If your application is shortlisted for an interview, you will be contacted by 5pm on Thursday 26 June 2025.

Interviews:
Monday 30 June & Tuesday 1 July 2025
We are aiming to conduct all interviews on one of the above dates.

Interview Process
Following shortlisting you may be invited to interview - these will be in person at our office base in Hope Foundry or can be organised online if required. The interview panel will be communicated in advance. The intended start date for this role will be 21 July 2025, but this will be discussed with the successful candidate.

We look forward to hearing from you.