

## Engagement Producer - T100 10 Year Celebration Flag Parade

**Hours** - 8 days between May and end of July 2024 including event day 22 June 2024

**Fee** - £175 per day

**Contract** - Freelance engagement until end of July 2024

We are seeking a well-connected Engagement Producer to support local community members to engage and play an active role in the T100 Celebration Flag Parade we are holding to celebrate 10 years of Walking, Talking and Making in Thurrock on 22 June 2024.

The event offers an opportunity to come together and mark this important local milestone with the many people who have been involved in different ways over the years. It also provides an exciting and important means to engage new people in T100 activity and local creative and cultural activity more generally.

Prior to the event, you'll be identifying target groups, researching contacts and devising effective methods of both re-engaging community members and organisations as well as engaging local residents who are new to T100. On the event day you'll be supporting those involved to have a fantastic time celebrating alongside other community members.

With experience in, and a real passion for, community engagement and participation, you'll be a great people person, organised and ready to hit the ground running. Experience of working with local communities in Thurrock is essential.

This is an exciting opportunity to ensure the T100 Finale Flag Parade is a lively community celebration which a wide range of Thurrock's diverse communities play a role in and enjoy.

The engagement will be for 8 days between early May and late July 2024, to be worked as agreed with the T100 team. You'll need the capacity to be flexible with your time, particularly as we reach the event date on 22 June. You will be very much 'on-the-ground' in the local community and due to the nature of the role, some evening and weekend work will be required.

**Closing date** Thursday 11<sup>th</sup> April 2024

**Interviews** Tuesday 16<sup>th</sup> April 2024

**Expected start** May 2024

**To apply** Send your covering letter and CV to T100 Programme Manager, Nicole Artingstall, [nicole@kinetika.co.uk](mailto:nicole@kinetika.co.uk)

Your covering letter should highlight your strengths, skills, and experience, and how you would approach the role. You are welcome to submit your application in a different format e.g video/audio recording.

If you would like an informal conversation about the role, or have any questions, please do contact Nicole Artingstall.

## About T100

T100 is an annual walking, talking and making festival that encourages multiple stories to surface in Thurrock. <https://t100festival.co.uk>

Now it's in tenth year, T100 has continued to grow, with new activities and events, new walkers, new routes, and new partners to support the programme. It is increasingly led by the community, who shape the ideas and content of the festival. What began as a walking celebration of Thurrock in 2015, has developed into an annual programme of walks, talks and making activities engaging with a wide range of communities that culminates in an annual outdoor community festival throughout Thurrock.



The values that shape our programme are:

- Inclusivity, Belonging and Pride of Place
- Aspiration, Empowerment, Engagement
- Health and Well Being, Active lifestyle
- Thinking Differently, Sustainability and Responsibility
- Creativity and Connectivity is a Catalyst

T100 is a project led and founded by Kinetika, the artistic and administrative lead with overall accountability for the programme.

## About Kinetika

Kinetika is an internationally renowned female-led company with a 25-year track record of combining world-class bespoke designs on large-scale hand-painted silks with community projects to produce spectacular outdoor events that engage diverse audiences. Founded by artist Ali Pretty in 1997, inspired by her training in carnival arts in Trinidad and India, Kinetika now has an unrivalled reputation for working with local communities on projects that change the way people feel about where they live.

Kinetika People is an Arts Council England National Portfolio Organisation (NPO) and registered charity. Known for our high-quality engagement work around place-making, we

run outdoor participatory programmes, the T100 Festival, school workshops and artist training schemes. We aim to nurture emerging artistic talent, engage communities, and raise aspirations wherever we work, creating a new sense of place and possibility for all those who live there.

We also have a commercial arm (Kinetika Design Studio) which has been commissioned to design and create bespoke silks for ceremonies forming part of high-profile events including the FIFA World Cup Ceremonies in 2009 and most recently, the Platinum Jubilee Pageant in 2022.

### **About the Role**

The Engagement Producer will lead on engaging people to be involved in the finale flag parade, working closely alongside the T100 Programme Manager, Communications Manager and event team. The role will require to successfully engage both those who have previously been involved with T100 and those who are new to this locally grown community-led arts programme.

Based at the Kinetika Studios in Purfleet, Essex, and out and about across Thurrock, you will be part of a small, dynamic team. Financial administration and contracting support is provided by Kinetika.

### Key Responsibilities

#### **Planning & Research**

- Meet with the Programme Manager as required to support the development of the engagement work.
- Scope new audience and participants to engage with locally – including in target areas – liaising with T100 and START Thurrock (event partner) teams as relevant.

#### **Outreach**

- Act as a representative for the T100 festival and Kinetika People, positively promoting the activities that you will support the development of.
- Devise and deliver appropriate activity and materials designed to share information about the opportunity and engage new audience members and participants.
- Work with the wider T100 team and marketing manager to feed into the overall T100 marketing plan for promotion of relevant activities on social media and the T100 website.
- Ensure the wider lead-up activity, T100 festival events and START Thurrock opportunities over the May-August 2024 period are shared with volunteers, wider stakeholders and our mailing lists.

#### **Delivery**

- Attend T100 meetings as required.

- On the event day, be the point of contact for organisations and participants involved in the movement workshops and the parade, to ensure the smooth running of the activity and to welcome and support attendees.
- Lead on the agreed areas of engagement activity.

## **Organisational Development / Funding**

- Feed into the shaping of evaluation tools to successfully and authentically capture the impacts of the engagement work and critically reflect on the activity and approaches
- Manage the data collection in line with T100's & START Thurrock's evaluation framework, sharing data collection surveys with attendees of the planned activities to feed into successful reporting.

## Essential Criteria

- A track record of working to engage diverse communities
- Self-motivated, demonstrating a pride in your work with the ability to adapt and evolve.
- Resilient and able to work under pressure, multitask and to set and meet deadlines.
- Positive and passionate outlook with the ability to inspire others.
- Proven ability to develop and manage successful stakeholder relationships.
- A good understanding of marketing and audience development strategies.
- Excellent written and oral communication skills.
- Based in or close to the Thurrock area and be active within the local community.

## Desirable Criteria

- Experience and understanding of monitoring and evaluation processes including effective data collection, analysis, and reporting.

