

**Digital Artist Application Pack**

**Background**

Z-arts is the UK’s only arts centre dedicated to children and families, delivering a broad range of performing arts events, performances, exhibitions, activities, workshops and participatory opportunities. Our mission is to inspire and enable generations of young people from Manchester and beyond to use creativity to achieve their potential.

* Z-arts uses creativity to inspire, enrich and enable children, young people and families to reach their potential and be the agents of change in their own lives.
* In Our Arts Centre in Hulme, in education, in communities, at home and across networks
* Developing Children, Young People, Educators, Artists and Family-togetherness

Based in Hulme, we are committed to supporting our local communities as well as reaching out across Greater Manchester and the North West. We operate from a large Edwardian building which includes a 230-seat theatre, gallery, recording studio, music room, dance studio, café and numerous other rehearsal / meeting rooms. But there is much more to what we do that is outside of the building.

We lead networks:

* Big Imaginations children’s theatre network, of programmers across the North West and Yorkshire
* MADE (Manchester Cultural Education Partnership), with a vision to make Manchester a beacon for creative education, where the arts add magic to life experiences and learning for everyone.
* Manchester Family Arts Network.

We are an Arts Council England National Portfolio Organisation and receive strategic funding from Manchester City Council, and GMCA, to lead on best practice for engaging children and young people in arts and culture.

Pre-Covid-19 levels of engagement:

* our Bright Sparks programme, which offers children and young people free creative workshops across all artforms, was full every day of the week.
* Over 100,000 visitors a year, including 25,000 to our Discover exhibition, promoting children’s literature.
* Over 20,000 children taking part in our regular activities every year.
* 20+ artists supported to develop new work for young audiences.

Post-Covid, we are looking to regain these levels of engagement and expand our activities:

* Z-arts have always recognised the value of digital technology, and the importance of it within the lives of our target audience. Being online in 2020 resulted in more people being aware of the different areas of work we deliver, and we are now looking at how to embed and strengthen this work as we come out of the pandemic.
* We are researching new business models that make use of digital technology to excite, teach and extend the reach for our audiences and participants.
* We are expanding our artist development programme with thanks to funding from Arts Council England. We will have three main strands: Creative facilitator training; Research and Development; Seed funding.

Z-arts actively supports inclusivity of all communities, cultures and people with additional needs. We are also committed to being an anti-racist organisation and pride ourselves on being a ‘welcoming venue’.

Our core values, being Welcoming, Inclusive, Vibrant, Forward-thinking, Engaging and Fun**,** are as important now as ever, as we welcome children and families back to our building and our practice.

A recent staff workshop identified Inclusive and Fun being our primary values for 2021.

Z-arts is committed to becoming a net-zero organisation and all staff will be expected and encouraged to work towards this ambition throughout all aspects of their work at Z-arts.

**JOB DESCRIPTION**

**TITLE: Digital Artist**

**TIMEFRAME:** January – June 2022 (2 days p/w)

**RESPONSIBLE TO:** Head of Programming

**PURPOSE:**

To support the creative digital development of Z-arts programme and working with young people and artists to use digital technology creatively and safely. You will work with the team to help to evaluate and identify the best approaches for our audiences and participants, and to hone our skills to continue to deliver a blended approach.

**HOURS**

The hours of the role are 15 hours per week – a good deal of flexibility is possible for the right candidate.

**MAIN AREAS OF RESPONSIBILITY:**

Children and Young People

1. Assist the creative team to develop a new digital programme that takes the learning from our online participation and programming activities in 2020/21 to help us continue to deliver online activities:
   1. for children who may not be able to attend in person
   2. as added value to live activities
   3. developing young people’s digital skills
   4. teaching children, young people and families how to be safe online.
2. Assist the creative team tocreate a digital programme toengage schools, helping to engagemore schools, specifically including North Manchester as well as nationally. (Building on increased digital reach from 2020 /21 e.g. 58 schools engaged in World Book Day activity in March 2021)

Artists

1. Support artists on our artist development programme to increase their skills in incorporating digital technology into their practice and find new ways of engaging audiences in the artistic work.
2. Provide training in using digital technology to creative facilitators on Z-arts training programme.
3. Support use of digital technologies to strengthen national and international partnerships e.g. supporting live stream workshops between international and UK artists.

Marketing

1. To help create (film and edit) marketing materials e.g. trailers for exhibitions and performances, and video content for social media posts for participation activities, shows and exhibitions.
2. To document artists’ R&D programmes, for promotion and evaluation purposes.

Z-arts programme

1. Work with the Senior Management Team and the Board to act as an advisor in the development of Z-arts’ digital strategy, including reviewing existing technology; identifying demand and best options for investing in new technology, aligned to new creative programmes for young people, artists, and the community.
2. Offer resources / guidance as required to networks (Big Imaginations, Manchester Family Arts Network, MADE).
3. Provide data to support our data collection KPI’s, reporting to funders and organisational planning.

To comply with legislation covering the activities at Z-arts it is required that all staff undertake training as directed by their line manager. It is also essential that all staff carry out their duties in a safe manner in accordance with the current Health and Safety at Work legislation.

**PERSON SPECIFICATION:**

* A proven specialism in work that is conceived, created, and distributed digitally
* Consider their practice and work to be in line with Z-arts vision and core values
* Can demonstrate a genuine, clear commitment and understanding of cultural diversity, representation, and access.
* Have good inter-personal skills and are highly collaborative

The following attributes would be desirable:

* Experience of working with children and young people
* Have knowledge and enthusiasm for digital culture and art in the UK and internationally
* Work across art forms and collaborate with artists working in a range of disciplines.

**APPLICATION PROCESS**

We particularly welcome applications from those currently under-represented in the industry as a result of barriers arising from social, gender, financial, ethnic, cultural, or disability.

Please complete Z-arts application Part 1 – and also send a brief expressions of interest or audio/video. Please include:

* What skills and experience you can bring to the role?
* Why you are interested in the role at Z-arts?
* One or two examples of your work

Unfortunately, we will not be able to offer any feedback on stage one applications. If you would like an informal conversation about the role ahead of submitting an EOI then please email: liz@z-arts.org

**Deadline:** 10am 25th November

**Interview date:** 9th December

**Start Date:** 12th January 2022