



FIGHTING HIV&AIDS ONE STAGE AT A TIME

Job Description

Job Title:	Executive Producer / General Manager
Location:	Canada Water
Responsible to:	Board of Trustees
Contract:	Permanent
Hours:	Full Time
Salary:	Dependent on experience

JOB SUMMARY

MAD Trust is looking for a full-time permanent Executive Producer / General Manager who has worked within the theatre industry and would like the exciting new challenge of producing our current roster of charity events and concerts, overseeing key events and associate producers, to develop future projects for the upcoming seasons in 2018/2019.

Our list of events includes West End Bares, West End Eurovision, MAD Trust Marathon, MAD Cabaret, MAD Drag, West End Christmas, plus one-off charity events and concerts throughout the year.

Our supporters of MAD Trust events have included Graham Norton, Beverley Knight, Michael Ball, Seth Rudetsky, Gaby Roslin, Petula Clarke, Gok Wan, Jerry Mitchell, Maureen Lipman, Celia Imrie, Imelda Staunton, Sheridan Smith, Joe Lycett, Bianco Del Rio, Michelle Visage, Ramin Karimloo, Summer Strallen, Sir Derek Jacobi, Robin Windsor, Christina Bianco, Harriet Thorpe and Helen Lederer.

If you think you have what it takes and would like to be a part of this incredible charitable organisation and help us raise money for the HIV community, then MAD Trust wants to hear from you!

What We Do:

The Make A Difference Trust is a UK based charity with a vision of a world free from HIV and AIDS. Building on a legacy of over 25 years of fundraising by the theatre industry, The Make A Difference Trust raises funds for HIV and AIDS projects that build awareness and provide care, support and education in the UK and Sub-Saharan Africa. Moving forwards, the charity is working to develop specific peer-to-peer support and HIV education programmes within the theatre community.

MAD Trust was initially founded as West End Cares and subsequently Theatrecares in 2008, and we continue to work in close partnership with Broadway Cares/Equity Fights AIDS (BC/EFA) in New York which coordinates the fundraising and support from the Broadway and American Theatre community as well as producing events like Broadway Bares, Broadway Backwards and The Easter Bonnet Competition.

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- To be responsible for the administrative, budgetary planning, fundraising and project managing and delivery for all MAD Trust events, including the monitoring of income and expenditure against budgets and agreed fundraising targets.
- To develop a detailed annual activity schedule and create cost effective and realistic plans and budgets that fulfil agreed financial and non-financial objectives at an acceptable cost income ratio
- The recruitment of and liaison with producers, setting up of committees for all larger events: West End Bares, West End Eurovision, A West End Christmas or any other events brought to the Trust.
- To negotiate, where appropriate, venue agreements, rehearsal space (including hires, ticketing & contra deals) and to oversee ticketing sales with our current partner SEE Tickets
- To manage & develop existing and new fundraising events and activities and other potential income streams like official MAD Trust merchandise
- To make risk analysis and balancing time-cost ratios to focus effort upon the most appropriate fundraising activities with the highest chance of success.
- To assess & report to the Board on suitability of approaches by external companies/organisations for partnership events
- To ensure that all fundraising activities are in line with the mission, vision and values of the organisation.
- To liaise with the Board to ensure that all the fundraising activities meet with the Charity Commission requirements, the Charities Act, the Data Protection Act, the Institute of Fundraising, and all other relevant statutes
- Maintain awareness of other competitive charity initiatives both locally and nationally that may impact on MAD Trust event activity.
- Prepare reports on all events for MAD Trust Board with detailed evaluations and recommendations for further development

Admin Support:

- To monitor and manage all marketing/publicity campaigns and supply assets for external producers and partner agencies AKA, RAW PR and TEA (The Entertainment Agency)
- Management of design, print and production of key event marketing materials e.g. poster, flyers and programmes and other promotional materials
- Write and distribute pre and post event press releases (excluding large events which have dedicated publicity agencies)
- Update our official website, e-newsletters and social media channels with information on our past and future events
- Develop and secure new corporate sponsors for our larger events and rally continued support from the theatre industry
- Arrange official photographers, raffle prizes, liaise with the volunteer coordinator

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Communications:

- Secure high-profile talent and celebrities for our events and maintain relationships with them directly, their management, agents or publicists
- Identify, develop and secure corporate brand partners/sponsors and represent the charity as official point of contact for any manager or publicist, for current and future events like MAC, Ann Summers, WhatsOnStage, Curbwear, White Light and Orbital
- To be an outstanding ambassador for MAD Trust and be comfortable representing its objectives, services, unique fundraising and grant-making presence within the British entertainment industry as well as in the corporate and charity sector
- To maintain a constant interaction with the theatre community, in particular, the West End – expertise or appreciation and fluency in this unique world of live entertainment is essential

Day-To-Day Management:

- To oversee the management of volunteers, with assistance from the Administrator
- Represent MAD Trust at key meetings, charity talks and events when required

Work Skill Requirements:

Candidates need a minimum of 3 years experience in event or theatre production and possess and able to demonstrate the following:

- Strong organisational and administration skills with excellent attention to detail
- Excellent all round communication and presentation skills - written and spoken
- Strong financial management, planning and budgetary control skills
- Ability to multi-task, effectively prioritise, execute tasks and meet deadlines in a busy working environment
- Ability to quickly build positive working relationships with venues and artists
- Highly skilled in Microsoft Office, particularly Microsoft Excel and Word
- Familiarity with FileMaker and CRM software would be beneficial
- Ability to work independently and with initiative
- Diplomacy, discretion and professionalism at all times

Personal Characteristics:

- We are looking for a self-start, who is enthusiastic, energetic & charismatic and a powerful advocate for the arts, live events, the charity and its activities
- The candidate must be confident, innovative, hard working, self-motivated, enthusiastic and able to reflect this with the work they do
- The role can be challenging and time-consuming therefore the ability to be flexible and possess an attention to detail is a must for any applicant

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Terms and Conditions:

Holiday: The annual holiday entitlement with pay is 20 days per year and in addition to authorised public holidays.

Hours: Normal offices hours are between 10am and 6pm, Monday to Friday, with one hour for lunch. The nature of the job and the company's work will require the post holder to work more than these hours on occasion and so all applicants should expect some evening and weekend work for which no overtime is payable.

Probation: Three months from the first of day of the appointment.

Notice Period: One month throughout the term of the contract.

How To Apply:

Please send your CV and cover letter to m.tranter@madtrust.org.uk by Friday 28th of April 2017.

No recruitment agencies.

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