

ArtForms and the Leeds Young Film Network for Children & Young People are seeking to appoint a Programme Manager to lead on the development and implementation of 'The LAFTAs', a film awards ceremony for schools and young people in Leeds.

What is the Leeds Young Film Network?

The network is made up of key film and media organisations in the city including representatives from schools, colleges and community organisations as well as individual practitioners.

What are the aims of the network?

The core purpose of the network is to develop and increase opportunities for children and young people living in Leeds to engage and excel in watching and making film by:

- Supporting communication and information sharing between network members, the local authority, the media industry, children, young people and communities.
- Identifying and addressing challenges and gaps within the provision.
- Encouraging joined up working through partnerships and where possible linking provision.
- Seeking to improve the progression routes and opportunities for children and young people.
- Raising the profile of film and moving image within the children and young people's sector.
- Supporting the implementation of Children Leeds - Children and Young People's plan.

What is the purpose of a film awards ceremony?

The awards ceremony has been endorsed by the network as a showcase for talented young film makers from Leeds aged 0-19. The intention is to raise the profile of all facets of the young people's film sector in Leeds and provide a single platform that will bring together:

- films made by young people in school,
- films made by young people with support from other agencies and
- films made independently by young people.

When and where is the film ceremony happening?

The event is provisionally scheduled to take place in the Victoria Hall at Leeds Town Hall on the evening of Wednesday 28th March. This is the last week of the school term before the Easter break. The ceremony will take place as part of Leeds Young People's Film Festival.

What are the aspirations for the ceremony?

The ceremony will borrow from the strengths of a current model for Lincolnshire schools, also called the LAFTAs, www.laftas.co.uk who have generously agreed to Leeds adopting the concept. The Leeds LAFTAs will be scheduled as part of the Leeds Young People's Film Festival. The event will have the look and feel of an 'Oscars' style ceremony e.g. red carpet, celebrity look-alikes, smart dress, music etc. The event will not compromise on quality or aspiration and will reflect the city's commitment to promoting the very highest standards in recognising and sharing young people's talent. Where possible we would like significant celebrity and industry endorsement and support. Parents, teachers and children of all ages will be invited and the event should be fun, appropriate, inclusive and build a sense of pride and achievement throughout. Presently there is potential for some match funding to be available for a second year. The network would like to generate enough commitment and endorsement from the public and private sector in this first phase to ensure that this awards ceremony becomes a regular event that is perceived nationally as a model for excellence.

What is the role of the Programme Manager?

The programme manager will be expected to:

Coordinate the event:

- Ensure all necessary arrangements are in place for the LAFTAs, to replicate an 'Oscars' style event with red carpet, celebrity look-alikes, smart dress, music etc.
- Schedule all necessary steps to develop and implement the ceremony.
- Oversee the available project budget and produce regular updates and progress reports for the network.
- Manage and oversee staffing.
- Ensure ticketing procedures are in place for children, families, school staff including head teachers and invitations to VIPs.
- Ensure logistical and technical arrangements are in place for screening and smooth running of the event.
- Explore the possibility of a film practitioners and sponsors marketplace attached to the event to promote services to schools.
- Develop and put in place appropriate prizes and awards.

Develop and implement a marketing and promotional campaign:

- Build the profile and importance of the event through high quality branding, marketing and promotion.
- Consider the needs and expectations of the different sectors and devise appropriate publicity to maximise submissions and engagement.
- Plan for and implement a strong local media relationship and promote the event through television, radio and press as well as through social networking, including twitter, blogs, flickr.
- Seek a patron and hosts from the film industry to endorse the event.
- Ensure Council representatives and Children's Services leaders are invited and endorse the event as part of Leeds' vision for a Child Friendly City.
- Develop sponsorship with businesses to promote the event and provide prizes and added value to the event.

Develop a submissions and selection process:

- Develop and coordinate a robust, safe, legal, and technically specific procedure for film submissions and selection, which also takes into consideration age bands.
- Prioritise liaison, connection and relationship building with Leeds schools to raise awareness of the event and ensure they enter.
- Promote and connect schools to existing film development programmes and network members who can support schools to produce films for entry.
- Support and develop existing Leeds Young Film arrangements to increase entries by young independent film makers from Leeds.
- Ensure submissions by Leeds based artists, agencies and organisations that support young peoples film making.
- Ensure all entries are collated and formatted for the judging panel.
- Bring together a judging panel which represents a high level of industry respect and includes young person representation.
- Develop a fair and transparent system for selection and judging and ensure timelines and procedures are in place.
- Ensure acknowledgements of entry are in place and that a supportive framework and guidance is available for unsuccessful applicants.

Promote continuation and legacy:

- Entrants and winners should be supported to enter further competitions or events to promote their work beyond Leeds.
- An evaluation document which evidences impact will be provided and made available to the network to inform and promote the progress and realisation of another LAFTAs event at the same time next year.
- Systems will be in place to gather responses, thoughts and feelings of participating schools, families and children which will then be collated both as an aid to further improvement and as feedback for further promotion.
- After the event non-participating schools should be specifically targeted to see the potential of the opportunity and have a clear sense of how they can participate in the future.

Skills, knowledge and understanding**The Programme Manager will be able to demonstrate the following:****Expected:**

- Proven administrative skills
- Excellent organisational skills
- Ability to work autonomously
- Ability to manage a budget
- Ability to provide effective leadership
- Experience of marketing, profile raising and public relations.
- Experience of event and project management
- Flexibility and an ability to manage work time efficiently and effectively
- A knowledge of film opportunities for children and young people in Leeds and the potential for connectivity
- Ability to communicate effectively with schools and ensure their engagement.
- Ability to communicate effectively with: freelance film makers; agencies that support film making; councillors; senior leaders and the wider public.
- Ability to secure sponsorship
- Commitment and a high level of self motivation towards realising the aims of the role.

Desirable:

- Expertise and experience of working with children and young people using film.
- Film and TV industry contacts
- Business contacts and potential sponsorship links

Required:

- Current enhanced Leeds City Council CRB check. Applicants will need to present their certificates at interview.
- Adhere to HEALTH & SAFETY procedures and ensure risk assessments, child protection policies and good practice guidelines are in place and adopted
- Follow the local authority code of conduct regarding behaviour, appropriate physical contact and the use of photography.
- Have public liability insurance.
- EMPLOYMENT STATUS - The successful applicant will be required to complete an Employment Status Questionnaire to determine their payment status. Please note that as this work is over 3 months in length, the artist may have NI deducted, in line with Inland Revenue and Leeds City Council procedures.

Contract and Fee:

PLEASE NOTE - This role will be based at the Leeds Young Film office at Leeds Town Hall, day to day support will be provided by the Head of Leeds Young Film. Additional line-management will be provided by the ArtForms Arts Manager who is the chair of the network. ArtForms will also supply some administrative support.

The Programme Manager will be expected to report to the Leeds Young Film Network in relation to progress and development of the LAFTAs.

It is anticipated the role will take up minimally one day per week, but the ability to work FLEXIBLY during the course of the contract is vital. *Dates and details to be negotiated with ArtForms and Leeds Young Film.*

The Programme Manager will be paid a total of: £5,000 - *This represents payment for approximately 28 days work (to include planning and review.) These days will be worked throughout the Length of Contract: End of October 2011 – Early April 2012 (6 months).*

The successful applicant will be expected to submit three invoices as the fee will be paid in three instalments, a payment schedule and terms and conditions will be agreed prior to engagement.

To support delivery of the film awards ceremony there is an additional budget of:

£3,000 – An initial estimate for the use of Town Hall, projection equipment, staffing and programmes have been allocated against this figure. **There is an expectation that as part of the role the programme manager will seek to match or exceed this amount by attracting donation or sponsorship in cash or kind to support additional elements of the ceremony.**

How to apply:

Please complete the attached application form:

REMINDER: All applicants must be Leeds City Council CRB (enhanced) checked (less than 15 months ago), and have their own public liability insurance – **please confirm this in your application and note that certificates will need to be examined at interview stage. Note – we can support applicants with the CRB application process if required but this will be at the applicants own expense.**

Applications must be received by 5pm on Wednesday 19th October 2011

Successful applicants will be asked to attend an interview at

Leeds Town Hall on Wednesday 26th October 2011

It is hoped the successful interviewee would be able to begin work as soon as possible.

Please submit your application to:

**Patsy Lyttle, Arts Development Administrator,
ArtForms, The West Park Centre,
Spenn Lane, Leeds, West Yorkshire, LS16 5BE**

Tel: 0113 230 4074 Fax: 0113 230 4073

or email: patsy.lyttle@leeds.gov.uk

Web: www.artformsleeds.co.uk