



effervescent

CREATIVE PRODUCER / PROJECT MANAGER

APRIL 2022

Creative Producer/Project Manager

Job Description April 2022

Salary £27 - 33k FTE (depending on experience and skills)

Permanent. Full Time: 37 hours per week

39 days annual leave per year (including winter shut down and bank holidays)

Location Devon/Remote (with national/international travel)

Closing date for applications: 9am, Monday 9th May 2022

INTRODUCTION

Dear potential candidate

Effervescent nurtures and coaches children and young people to create professional campaigns that trigger local, national, and international change for social good.

In partnership with socially-motivated not-for-profits, public services, and commercial brands we give children and young people intensive creative learning experiences that not only support them to become more resilient, happy, and well-connected; but create campaigns which are stunningly successful, catalysing important changes in the public's behaviour and attitudes which, in turn, benefit even more children and young people.

2021 was a highly significant year for us – we secured long term project support from a major national funder to put young people's priorities at the forefront of six campaigns in 2022, 2023 and 2024; did our first ever 'co-piloting' project where we trained a charity in co-design by working on a live project with young people whilst we trained them; continued to grow our team; started long term planning with three national and international charities for future relationships; refreshed our board of trustees; and inaugurated a Young Advisory Board which will develop Effervescent's Trust Fund for our young 'graduates.'

We're now embarking on the next phase of our development by building on our strong foundations, enabling us to scale our work to reach more children and young people; to support more ethical brands to flourish; to nurture more early-career young creatives; and to train and mentor more of the ethical advertising professionals, social entrepreneurs, and collaborative designers of the future.

We are thrilled you're interested in the role of Creative Producer with Effervescent. It's an absolute lynchpin role for us, working in direct face to face creative practice with young people and ensuring their creative ideas are produced to the highest possible quality. I'd like to take this opportunity to highlight how valuable and important diversity is to us – and by that we mean people of different ages, life experiences, cultural backgrounds, levels of formal education, and work or volunteering experiences. Possibly more than most, we know that wisdom comes from collectives and does not rely on any one person. We would be delighted to receive your application if you share our vision and values, and if you have the drive and skills to help Effervescent achieve even more for children, teenagers and young people.

Eloïse Malone
Founder, Creative Director



ABOUT EFFERVESCENT

OUR VISION

Ethical design and innovation through coproduction with children and young people, will make the world a kinder, happier, healthier place for everyone.

OUR MISSION

We nurture and coach children and young people to create professional campaigns which trigger local, national, and international change towards sustainable societies and social good.

Our business model with two distinct business units enables us to produce bespoke campaigns; and to create confidence in other organisations and practitioners to include young people's voices, through teaching our meffod.

OUR IMPACT

Our Theory of Change was redeveloped in partnership with NESTA and Manchester Metropolitan University in 2020 to help us capture the changes our method helps to effect for our Young Designers: the children and young people we work with directly – almost all of those children and young people have experienced hardship and poverty, Adverse Childhood Experiences, or intersectional barriers to thriving.

In addition to this area of change, we also impact a much broader set of young people who benefit from the impact our campaigns have on the behaviour and attitudes of the general public

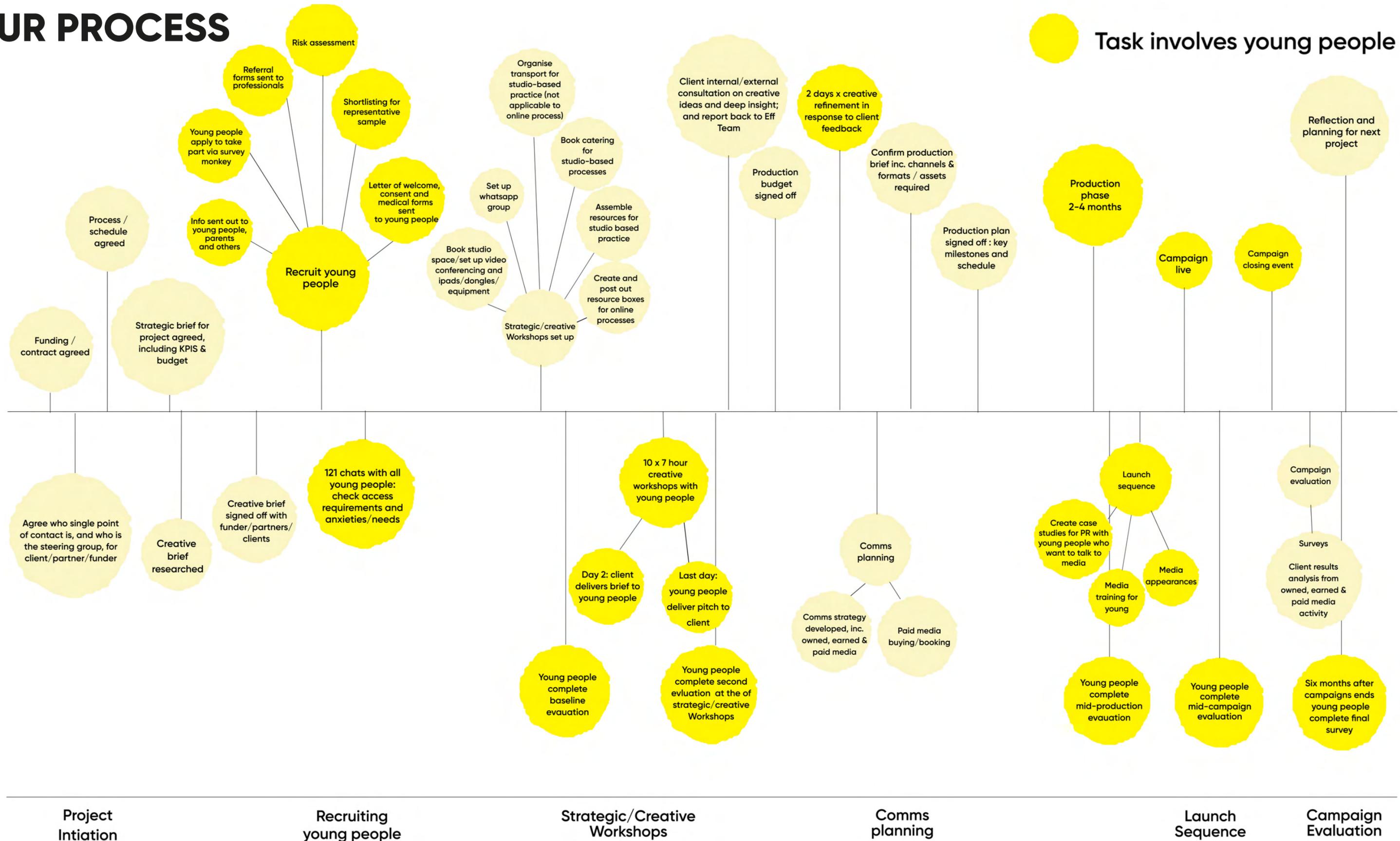
More widely again, the insight and expertise which the Young Designers develop whilst working on projects is fed back to our partners – funders, professionals, service or product managers, and policymakers, – resourcing them with fresh knowledge and information with which to refine and develop their programmes, schemes, and services for young people and children.

Finally, the artefacts created by codesigning with young people are so visible and successful, that other ethical brands and organisations see that they could be including children and young people much more deeply in codesign and coproduction; we support them to develop those skills and strategies in-house so that more young people get excellent experiences.



OUR PROCESS

 Task involves young people



THE ROLE

This is a mid-level creative position in an organisation with a very flat structure. You'll be a key part of a team of creatives and strategists including one other Creative Producer. You will creatively develop and project-manage campaigns - from initial concept to realisation - in collaboration with young people. We are looking for someone who can evidence three core requirements:

- You'll be passionate about the wellbeing and development of children, teenagers and young adults; and you'll enjoy collaborating with them in every aspect of your role.
- You'll be highly knowledgeable about what makes a great comms campaign, and how art and creativity move audiences to take action.
- You'll be a highly organised project manager with experience in creative production in the arts or creative industries.

Our Creative Producers deliver a range of projects for Effervescent's production slate. We start with a strategic brief and creatively tease out the form of the final assets we'll generate. In the past, these have included developing digital environments, choreographing theatre performances in the water of an aquarium, and installing work in art galleries as well as making films, posters, and physical assets.

The job description looks like this:

	<p>Collaborating with and ensuring wellbeing of young people</p>	<p>Creative development</p>	<p>Project Management</p>
<p>Project Scoping</p>		<ul style="list-style-type: none"> • Develop and write pitches and funding applications to support creative work in response to opportunities, in collaboration with the Directors. • Researching and co-writing creative briefs. 	
<p>Project Planning</p>	<ul style="list-style-type: none"> • Work with stakeholders (schools, youth groups, etc) and clients to recruit and support children and young people who will benefit emotionally, educationally and socially from co-producing campaigns with us. 		<ul style="list-style-type: none"> • Project manage concept design workshops including booking studio spaces and accommodation, organising travel and subsistence, assembling creative materials. • Lead evaluation and impact-recording processes for campaigns and young campaigners.
<p>Concept Development</p>	<ul style="list-style-type: none"> • Support creative development of campaigns and creative content with groups of children and young people who may have extra mental, social, and health needs in devising and production phases: supporting initial concept design workshops, and leading production phase workshops 		
<p>Production Management</p>		<ul style="list-style-type: none"> • Recruit and support the creative work of contracted specialist creatives such as film makers, animators, performers, writers, and makers – sometimes being on set if appropriate. • Ensure all creative work remains consistent with creative play book. 	<ul style="list-style-type: none"> • Develop detailed production timelines. • Project manage production and delivery • Ensure budgets are carefully managed, and contractual targets are met
<p>Campaign Launch</p>	<ul style="list-style-type: none"> • Support young people in travelling to and working with journalists, TV interviews, radio interviews. 		<ul style="list-style-type: none"> • Coordinate with Effervescent team, clients, partners and young people to ensure launch plans are in place.
<p>Post Project</p>			<ul style="list-style-type: none"> • Write project reports and case studies. • Archive all project development assets including notes, making of images, early versions of creative assets.
<p>Contribution to Eff's work more widely</p>	<ul style="list-style-type: none"> • Train, support and mentor junior staff and students 	<ul style="list-style-type: none"> • Support Effervescent's wider team's creative projects including hosting events; giving talks and lectures; blogs and podcasts; and supporting development of programmes of work. 	

TIME ALLOCATION

Area Of Work	Notional Hours Per Week	Percentage of Job Role
Direct Delivery of Projects (chargeable to clients)	26	65.0%
Project development and general/expert support to other Effervescent projects	5	15.0%
Team meetings and supervision	3	10.0%
Research and development /CPD/bloggng & lecturing	3	10.0%
TOTAL	37	100.0%

PERSON SPECIFICATION

Essential

Degree or substantial professional practice and knowledge in an arts, creative advertising or humanities

At least three years professional experience in a creative production or project management role: arts, film, creative industries.

At least three year's professional experience of leading and developing creative projects from concept to realisation

At least three years substantial practice in working with children or young people in health/education/community development/youth work, teaching or play work
OR evidence of level 4+ training

Energetic, audacious, curious approach to your work

Adaptable, communicative, and able to prioritise complex workloads

Playful, creative, imaginative, and enjoys a learning and researching environment*

Consistently available when young people are available: occasional weekends, evenings, and school holidays**

Desirable

Experience of working in or in partnership with health, social realm, social care, heritage, culture, tourism, aid, NGOs or commercial sectors on creative or "social good" projects

Demonstrable successes developing new projects including winning contracts, investment, or funding

Experience of project management, project budgeting, reporting and project evaluation

Demonstrate how your own creative knowledge, practices and tastes fit with Effervescent's signature creative work style - <https://eff.org.uk/work/>.

*in other words, we spend a huge amount of time 'not knowing yet' because we prioritise clients and young people's knowledge and needs and respond with solutions

** on average we work 1 weekend every 6 – 8 weeks, and one evening every week depending on what projects we have live.

An Enhanced DBS check is required for this position, and we can get that organised for you if we offer you the role.



HOW TO APPLY

Send a CV and cover letter outlining your skills, experience, and interest in this position to:

Bethany Dunn

Bethany@eff.org.uk

For informal discussions about the position with Effervescent's Creative Director Eloise Malone, please email Bethany and she will organise a 15 minute phone call with Eloise.

Closing Date for applications: Monday 9th May 2022

Two-day selection process in Plymouth: May TBC

More information about Effervescent: www.eff.org.uk. @EffervescentUk

[Click here to check out our Playbook](#)

