



Bridgwater Town Council



HR Coordinator

RECRUITMENT PACK



Appointment of Artistic Programmer

20 hours per week

Salary Scale SCP: 24 £36,581 FTE (pro rata)

Bridgwater Town Council is a forward-thinking and ambitious organisation with a strong commitment to arts, culture and community engagement.

We are seeking a creative, connected and commercially minded Artistic Programmer to shape and develop an exciting, diverse and financially sustainable programme across Bridgwater Town Hall Theatre and Bridgwater Arts Centre.

This is a unique opportunity to influence the cultural life of Bridgwater, curating a vibrant programme of live performance, entertainment and creative experiences that inspire audiences, celebrate diversity and strengthen the town's growing cultural reputation.

Working closely with the Town Hall & Arts Centre Manager, you will identify and secure high-quality productions, touring work and artistic partnerships, balancing artistic ambition with audience appeal, community impact and commercial success.

As Artistic Programmer, you will play a key role in ensuring our venues remain dynamic, welcoming and relevant cultural destinations, bringing fresh ideas, new talent and memorable experiences to audiences across Bridgwater and beyond.

This role offers the opportunity to work across two important cultural venues at an exciting period of development and growth, helping to shape the future of arts and entertainment in the town. Occasional evening and weekend attendance at performances, industry showcases and networking events will be required.

Would you like to know more? To obtain an information pack with full details of the role and application form, please visit our website www.bridgwater-tc.gov.uk/vacancies

Completed application forms should be sent to: hrdmin@bridgwater-tc.gov.uk

Closing date for applications: Friday 2nd October 2026

Interview date: Monday 12/Tuesday 13 October 2026

Please note CVs will not be considered.

If you would like to discuss this position, please contact the HR department on
01278 427692

Appointment subject to satisfactory references



**Town Hall
High Street Bridgwater
Somerset
TA6 3AS
Tel: 01278 427692**

JOB DESCRIPTION

JOB TITLE:	Artistic Programmer
PLACE OF WORK:	Bridgwater Town Hall and Bridgwater Arts Centre
SALARY:	£36, 581 Pro Rata (SCP 24)
HOURS OF WORK:	20 Hours Per Week
REPORTS TO:	Town Hall & Arts Centre Manager

A. PURPOSE OF THE ROLE

Working closely with the Town Hall & Arts Centre Manager, the Artistic Programmer will lead the day-to-day development and coordination of a diverse, inclusive, engaging and financially sustainable artistic programme across Bridgwater Arts Centre and Bridgwater Town Hall Theatre.

The postholder will provide specialist programming expertise, researching and identifying artists, performers, productions and touring opportunities; developing relationships with agents, promoters and producers; assessing artistic and commercial suitability; and progressing opportunities from initial research through to agreed booking.

The Artistic Programmer will work within the Council's Cultural Strategy, business plan objectives and agreed programming budgets. The Town Hall & Arts Centre Manager will retain overall strategic, budgetary and service accountability.

The role will also contribute specialist programming knowledge to wider Council cultural and community activity where appropriate.

Bridgwater Town Council welcomes applications from individuals wishing to deliver the post on a shared basis. Where appropriate, responsibilities may be divided according to artistic specialism and experience.

B. MAIN RESPONSIBILITIES

Artistic Programming

- Develop and maintain a diverse, high-quality programme of live performance, entertainment and cultural activity across both venues.
- Research and identify artists, performers, productions, touring companies and other creative opportunities appropriate to Bridgwater audiences.
- Work with the Town Hall & Arts Centre Manager to translate the business plan objectives into a forward artistic programme.
- Balance artistic ambition, commercial viability, community benefit, accessibility and audience demand when developing programming proposals.
- Identify opportunities to support local and emerging talent and introduce audiences to new cultural experiences.
- Maintain an appropriate forward programme to support effective operational, financial and marketing planning.

Artist, Agent & Promoter Relationships

- Build and maintain strong professional relationships with artists, agents, promoters, producers, touring companies and cultural organisations.
- Act as a key day-to-day contact for artistic programming enquiries and opportunities.
- Proactively identify suitable touring work and maintain awareness of sector developments, emerging artists and audience trends.
- Attend relevant performances, showcases and networking opportunities where appropriate.
- Identify opportunities for partnerships, collaborative programming and relationships with other cultural organisations and venues.

Booking & Commercial Management

- Manage the day-to-day programming process from initial research and enquiry through to agreed booking.
- Liaise and negotiate with artists, agents and promoters regarding availability, fees, guarantees, ticket-sale splits and other proposed terms.
- Assess potential bookings for artistic suitability, audience potential, operational deliverability and financial viability.
- Prepare or contribute to event projections, considering artist costs, ticket pricing, anticipated sales, capacity and relevant delivery costs.
- Work within agreed programming budgets and delegated authority, referring decisions requiring approval to the Town Hall & Arts Centre Manager.
- Work closely with the Bookings Officer to ensure agreed bookings progress efficiently through contracting, administration and record keeping.
- Monitor ticket sales and financial performance and identify risks or opportunities to the Town Hall & Arts Centre Manager.

Audience Development & Marketing

- Use ticketing data, attendance, audience feedback and previous event performance to inform future programming decisions.
- Identify opportunities to develop existing audiences and attract new audiences.
- Consider accessibility, affordability, representation and barriers to participation when developing the programme.
- Work closely with the Communications Team to support effective marketing and promotion of programmed events.
- Provide accurate and timely programme, artist and promotional information to relevant colleagues.

Operational Delivery

- Work collaboratively with the Deputy Arts Centre Manager, Bookings Officer, technical teams and other colleagues to ensure programmed activity can be delivered effectively.
- Consider technical requirements, venue capacity, staffing, scheduling and accessibility when assessing potential bookings.
- Ensure operational colleagues receive appropriate information about upcoming events and visiting companies.
- Identify potential programming or delivery issues at an early stage and work collaboratively to resolve them.
- Provide artist and promoter liaison where specialist programming knowledge is required.

Monitoring, Partnerships & Development

- Monitor and evaluate programme performance using ticket sales, attendance, income, audience feedback and other relevant information.
- Use evaluation and market intelligence to inform future programming recommendations.
- Develop positive relationships with cultural organisations, community partners and other venues.
- Identify opportunities for collaborative programming, partnerships and wider cultural activity.

- Contribute to strengthening Bridgwater's cultural profile and support wider Council-led cultural and community initiatives where programming expertise would add value.
- Provide information and analysis to support the Town Hall & Arts Centre Manager with service and Council reporting.

C. GENERAL RESPONSIBILITIES

- Carry out duties in accordance with Bridgwater Town Council policies, procedures and delegated authority.
- Ensure no contractual or financial commitment is entered into without appropriate authority.
- Champion equality, diversity, inclusion and accessibility within programming.
- Support the Council's environmental and sustainability objectives.
- Take reasonable care for health and safety and work with operational colleagues to identify and manage relevant risks.
- Represent Bridgwater Town Council professionally when working with artists, agents, promoters, partners and members of the community.
- Maintain accurate records and appropriately manage confidential and commercially sensitive information.
- Work flexibly where required, including occasional evening and weekend activity associated with performances, showcases and sector events.
- Undertake other duties reasonably required and commensurate with the nature and level of the post.

External and Internal Contacts

Councillors, customers, contractors, suppliers, members of staff and partner agencies.
Face to face, virtual, telephone, written and electronic communication.

Working Environment

Based at The Town Hall and Bridgwater Arts Centre. The Council operates a smoke-free policy and the postholder is prohibited from smoking in any of the Council's buildings. All staff must commit to Equal Opportunities and Anti-Discriminatory Practices.

Bridgwater Town Council Values

To work in a way that embodies the Council's values: -

Adaptable Accept and work with change	Forward thinking We start with the end in mind
Willing to adapt work practices to support team members working together to resolve issues, meet targets, deadlines, and challenges. Move out of our comfort zone and question how you do things. Work with others to meet joint challenges and reduce duplication.	Initiative: We are proactive and use our creativity to identify and resolve problems. Strive for excellence: We will seek innovative solutions to reduce costs, identify new ways of working and generate income. Plan ahead – anticipate outcomes ahead of changes. Use new technologies and working practices to make service improvements and reduce costs.

People Orientated We are one team with common goals.	Integrity We are honest and open in all our dealings and deliver on our promises.
Customer focussed: We understand and aim to meet our customers' diverse needs, treating them fairly and with respect. Expertise: We recognise and value the differences, skills, knowledge, and experience of all in our team. Empowerment: We encourage team members to take initiative. Listen to improve: Engage with residents and staff - be seen, invite feedback and consult with them to inform our improvement plans. Always be approachable, calm, and respectful. Clearly communicate our decisions, without using jargon.	Accountable: We are accountable for our actions - admit mistakes, put them right and learn from them. We challenge poor or unfair practice and feedback. Keep personal data confidential and secure. Consistency: We ensure consistency and transparency in all we do. Professionalism: We act professionally in challenging situations.

Equal Opportunities and Anti-Discriminatory Practices

All staff must commit to Equal Opportunities and Anti-Discriminatory Practices.

Health and Safety at Work

The Council's Policy, and all relevant Health and Safety at Work Instructions are to be considered as part of this job description.

Data Protection Act 2018

All employees who are involved in the processing or handling of computer data have an obligation to comply with the terms of the Data Protection Act 2018 and the Council's Data Protection Policy.

Council Policies

The post-holder is expected to familiarise themselves with and adhere to all relevant Council Policies and Procedures.

Performance Management

You will be given an annual appraisal and six-monthly review that will form the basis of your Personal Development Plan and be linked to the Council's objectives. You will also receive collaborative one to one meeting on a regular basis with your line manager.

Environment / Sustainability

To support Bridgwater Town Council's Environmental initiatives and consider the environmental impact of all activities undertaken.



Artistic Programmer PERSON SPECIFICATION

Essential Experience & Knowledge

- Demonstrable experience of programming, booking, producing or coordinating live performance, entertainment, arts or cultural activity.
- Experience of working with artists, agents, promoters, producers or touring companies.
- Good knowledge and understanding of the live performance, entertainment or cultural sector.
- Experience of negotiating fees, bookings or commercial arrangements.
- Experience of working with budgets and assessing the financial viability of events or programming.
- Understanding of the relationship between programming, audiences, marketing and ticket sales.
- Understanding of equality, diversity, inclusion and accessibility within arts and cultural activity.

Essential Skills & Abilities

- Strong artistic and creative judgement.
- Commercial awareness and the ability to balance artistic ambition with audience demand, community benefit and financial sustainability.
- Strong negotiation, communication and relationship-management skills.
- Excellent organisation and forward-planning skills.
- Ability to interpret financial, ticketing and audience information.
- Ability to work independently within agreed authority while working collaboratively with the Town Hall & Arts Centre Manager and wider venue team.

Desirable

- Experience of programming across multiple art forms or entertainment genres.
- Experience within a theatre, arts centre, receiving venue or similar cultural organisation.
- Experience of theatre, music, comedy, family entertainment, festival or community arts programming.
- Existing professional networks within the arts, entertainment or touring sectors.
- Experience of audience development and using ticketing data to inform programming.
- Experience of partnership or collaborative cultural activity.
- Experience of working within local government, a charity or community-focused organisation.