

Business Development Consultant

About us

'An audience knows what it is doing. If it stands in a collective response that happens for a reason. The company has made it happen'

-Theatre in Wales

Igniting the imagination of the nation

We are storytellers who work with...

Joy -creating work that has integrity, passion and joy at its heart.

People -working collaboratively, inclusively with mutual respect for all.

Wonder - creating work that has the ambition to provoke ideas, thoughts and questions about ourselves and the world we live in.

Rooted in the Welsh Valleys, Theatr na nÓg creates original theatre that genuinely connects, ensuring relevance and accessibility for all. The organisation thrives on bringing to life inspirational stories of Welsh characters who achieve the extraordinary – from a world-renowned singer from the valleys to a humble scientist from Usk. The culture weaves its way through all that it produces and presents. From shows for young audiences in schools to venues in valleys up and down the country.

The company has a passion for dreaming up exciting collaborations outside of the theatre world leading to a diversification of audiences. It has the ability to see potential in co-producing with venues and be a regular provider of main stage work, enabling the engagement of audiences from the socially deprived areas of South Wales to the rural areas of Mid Wales.

About the Role

Theatr na nÓg is looking to diversify its income and build financial resilience during a time of uncertainty for the company and the wider theatre industry.

The Business Development Consultant will work in a freelance capacity to create a feasibility study identifying opportunities for increasing income without impacting Theatr na nÓg's core strategy and values. This may include reviewing our existing assets as well as identifying new opportunities for income generation. This role will not be responsible for programming our artistic output.

This role and subsequent feasibility study is funded by the UK Government through the Shared Prosperity Fund.

For an informal discussion about the role, please contact Rachel Fryer, General Manager, rachelfryer@theatr-nanog.co.uk

Expectations

- To understand and work within Theatr na nÓg's core values
- To liaise with the Artistic Director and General Manager to identify the organisation's existing assets which may generate further income
- To identify other areas of potential income generation
- To prepare an interim update to be presented by the General Manager at the Board of Trustees meeting in **July 2024**
- To prepare a final feasibility report detailing short and long-term income generation and relevant cost-benefit analysis. The report must be prepared in both English and Welsh
- To present the final report at the Board of Trustees meeting in **October 2024**.
- To work with the Artistic Director and General Manager with the initial implementation of the proposals

Application

To apply for this role, please submit a proposal via email to Rachel Fryer, General Manager by **20 May 2024**. Please use the subject heading 'Business Development Consultant' and email rachelfryer@theatr-nanog.co.uk

We welcome applications from individuals or organisations from all sectors; experience within the theatre or arts industry is not a requirement of this role. Applications may be submitted in either English or Welsh.

The style and format of the individual proposals is flexible but each proposal is expected to clearly and concisely present the following information:

- Background and relevant experience of the applicant, including examples of similar work undertaken
- Background and relevant experience of all individuals that would be involved in delivering the project
- Response to the brief and description of overall approach
- Tasks & sequence, including methodology and a clear timetable for delivery
- Detailed budget, including daily rate and expenses
- Names & contact details of at least 2 referees for whom similar work has been undertaken.

Budget

- It is the express responsibility of the applicant to provide Theatr na nÓg with a suitable price / quotation for the provision and completion of the feasibility study. Theatr na nÓg will therefore not enter into correspondence in relation to budget. We expect all applicants to provide us with a competitive bid based on the information supplied within this document.