

---

# **DIRECTOR JOB PACK 2020**

---

[WWW.CREATIVITYWORKS.ORG.UK](http://WWW.CREATIVITYWORKS.ORG.UK)



# HELLO

Thank you for your interest in the Director role at Creativity Works.

As we enter our 40th year, we are looking for a strong creative and entrepreneurial vision to build on our legacy and our reputation as a leading socially engaged arts organisation locally, regionally and nationally.

You will be passionate and committed about fulfilling the organisation's goal to deliver outstanding socially engaged arts projects with a focus on mental health and wellbeing, placemaking and community development, alongside an innovative artist development programme, and a burgeoning enterprise initiative.

Aligned with Arts Council England's 10-year strategy for arts and culture, Let's Create, you will be committed to building on our work to reach new and existing communities and participants through developing partnerships and having a broad knowledge of arts, health and social initiatives and policies.

Finally, it is critical that the successful candidate can demonstrate the experience, knowledge and skills to realise our commitment to enriching the lives of the diverse communities that we work with through the arts.

We hope you will be inspired to be make an application.

**Michael Whitcroft,**  
Chair, Creativity Works

# ABOUT CREATIVITY WORKS

Creativity Works is a leading socially engaged arts organisation, registered charity and National Portfolio Organisation based in Radstock, North East Somerset. We use the power of the creative process to make a real difference to people's lives-inspiring and empowering them to explore, develop and grow. We draw communities together and enable more people to access the arts, whilst supporting artists in this approach. Our work includes:

- We deliver creative projects and programmes with a focus on mental health and wellbeing, community development and placemaking.
- We support, develop and train socially engaged artists through our co|Create programme
- We deliver enterprise and creative wellbeing projects for businesses and other health and third sector organisations.

At Creativity Works we work alongside experienced, responsive Artists who endeavour to ensure successful, participant-led activities. Our Artists are socially engaged practitioners. They work to make participants feel supported, enabling time and space for personal and social reflection, development and growth.

**“You are the kind of organisation we really need in our portfolio – you change trajectories. You are at the cutting edge.”**

**Arts Council England**

# KEY STATS (19/20)

INCOME	£199895
EXPENDITURE	£193605
ARTISTS	31
VOLUNTEERS	17
EXHIBITIONS	8
FESTIVALS	3
AUDIENCE	5395
SESSIONS	379
ATTENDANCE	2376

For a copy of the latest Annual Accounts [click here](#)

## TRUSTEES

MICHAEL WHITCROFT, CHAIR

- PETER CROOKE
- DAN SHREEVE
- HARRIET FARLEY
- GARETH NEW



# JOB OVERVIEW

<b>Job title:</b>	Director
<b>Reports to:</b>	Creativity Works Board through the Chair
<b>Direct reports:</b>	Creative Wellbeing Manager, Marketing and Comms Coordinator, Projects and Office Admin, Finance Coordinator.
<b>Working hours:</b>	This is a full-time post, five days per week at a 37.5 hours per week.
<b>Salary:</b>	£37506
<b>Benefits:</b>	5% employee pension contribution
<b>Probation Period:</b>	Six months, during which time either party may terminate the contract with two weeks' notice. Notice period is three months following the successful completion of the probation period.
<b>Holidays:</b>	25 days holiday plus bank holidays

Creativity Works is committed to being a truly inclusive organisation - from our Trustees and staff, to our volunteers and participants. We treat all job applications equally. We particularly encourage applications from individuals who are underrepresented in the cultural sector. Our organisation has a flexible and adaptive environment that allows our small, dedicated team to flourish.

# ABOUT THE ROLE

The Director provides coherent, inspiring leadership for all of Creativity Works' activities. The Director acts as Creativity Works' Chief Executive and is responsible for ensuring the organisations' financial and organisational success.

You will provide management leadership to a small, dynamic, and dedicated team and be accountable and responsible for the overall financial resilience of the organisation. Working in partnership with the staff and trustees, you will provide Creativity Works with strategic leadership, particularly in the areas of business planning, income generation and partnerships. You will also spearhead and be responsible for the artistic quality of the organisations' output.

You will work closely with the Board of Trustees and staff, as well as Creativity Works' stakeholders, funders and supporters and our diverse range of participants and artists to realise the organisation's vision.



# JOB DESCRIPTION

## Management

- To manage staff members, artists, freelance and voluntary workers as a unified team
- To be responsible to the Board
- To agree roles and responsibilities for staff and freelance workers and implement the organisations staff development policy
- To develop and maintain operational systems that ensure the effective implementation and monitoring of policies and programmes of work through evaluation and appraisal
- Implementation of Health and Safety and all other policies
- To manage a programme of continuing professional development for staff, freelancers, and Board members
- Analyse and collate monitoring information to inform ongoing development

## Artistic

- To develop and implement a creative programme that fulfils the aims and objectives set out in the Business Plan
- To ensure quality and excellence in artistic delivery
- To help generate a creative culture in the organisation that enables new ideas to flourish
- To ensure that best practice in socially engaged arts practice informs all Creativity Works' programmes of work
- To be responsible for Creativity Works' long-term artistic planning
- Research and Develop the artistic programme ensuring inclusion of up-to-date and cutting-edge theories, methodologies, events, and industry personnel

# JOB DESCRIPTION CONT'D

## **Strategic**

- To set the long-term vision for the organisation in collaboration with Trustees, staff and external partners
- To lead on all areas of policy development, implement the Business Plan which relates to Arts Council National Portfolio Organisation status and work towards the organisations' long-term sustainability
- To act upon relevant regional and national policies
- To be an active player within a network of local and regional partnerships

## **Communications**

- To act as an Ambassador for Creativity Works and represent and promote all aspects of the organisations work
- To manage and monitor the implementation of Creativity Works' marketing strategy

## **Finances**

- To manage the implementation of Creativity Works' Income Generation Strategy
- To set and oversee all organisational budgets
- To manage financial systems to support project delivery and enterprise initiatives
- To ensure that realistic fundraising targets are set and achieved including identifying and securing appropriate fundraising from trusts and foundations
- To maintain a good working relationship with key funding partners

## **Partnerships**

- To work in partnership with and be accountable to key funders
- To seek out potential partners and participants to enable new creative and enterprise initiatives to be developed and sustained
- To bring together and maintain relationships with partners to jointly deliver public service commissions and other projects as informal or formal partnerships or as consortia



# PERSON SPECIFICATION

## Essential Knowledge and Skills:

- An inspiring and effective leader in the arts industry
- Up-to-date, comprehensive knowledge of Socially Engaged Arts best practice
- Experience of leading productive relationships with the Arts Council and/or other national government funding bodies
- Proven ability to broker relationships, identify income generation opportunities and attract funds
- Excellent and proven ability to advocate for the arts, an artistic vision, and to diverse constituencies
- Excellent communication and interpersonal skills
- Experience of negotiating and agreeing contracts
- Experience of developing plans and budgets and overseeing financial and organisational management
- Excellent IT skills

## Essential Personal Qualities:

- Strong motivation and ability to manage own time effectively with minimum supervision
- The ability to respond positively/creatively to challenges and changes
- A commitment to the aims and ethos of Creativity Works
- Ability to work flexibly

## Desired Knowledge and Skills:

- Professional experience of managing a performing arts organisation
- Experience and knowledge of a wide variety of art forms both traditional and new
- Experience of Arts and Health, community development and social inclusion issues
- Experience of managing an artist's development programme
- Delivering and monitoring an effective equalities and diversity policy
- Understanding of the subsidised arts sector
- Developing and implementing business development strategies, especially within social enterprise
- Understanding of marketing and promoting the arts
- Experience of successfully raising funds from public funders, trusts, foundations, businesses and individuals
- Experience of enabling good organisational governance; working with Board members and working with volunteers and placements
- Experience of facilitation with a variety of different audiences, including participatory arts projects
- Recruiting and managing staff



# HOW TO APPLY

Please complete a Director's Job application form and Equal Opportunities form which are downloadable from our website: [www.creativityworks.org.uk/get-involved/creativity-works-vacancies](http://www.creativityworks.org.uk/get-involved/creativity-works-vacancies)

Your application must include :

- Why you want to lead Creativity Works
- Details of the qualities and experiences you would bring to the role and how that meets the person specification
- Earliest available start date
- The names of two referees (only contacted after seeking permission)

**Applications should be emailed to: [Chair@creativityworks.org.uk](mailto:Chair@creativityworks.org.uk)**

Interested applicants can have a confidential conversation with our outgoing Director about the advertised role prior to applying. Please email [oliver@creativityworks.org.uk](mailto:oliver@creativityworks.org.uk) to arrange a call.

**Application deadline 10am, Monday 4 January 2021**

**First round interviews Monday 11th & Tue 12th January 2021  
(please ensure you are available for these dates before applying)**

**Second round interviews Monday 18th January 2021 (if required)**

Due to current uncertainty, first-round interviews may be held over Zoom. We will discuss access requirements relating to interview questions and format with all shortlisted candidates.

# ORGANISATIONAL STRUCTURE

**DIRECTOR**



**CREATIVE WELLBEING  
MANAGER**



**MARKETING & COMMS  
COORDINATOR**



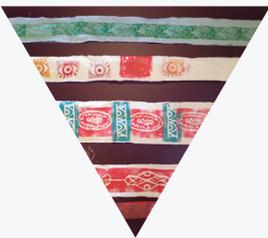
**PROJECTS & OFFICE  
ASSISTANT**



**FINANCE ADMIN**



**FRESH ART @ WORKER**



**MA MANAGEMENT  
STUDENTS**



**CREATIVE WELLBEING  
ADMIN**

