



Recruitment Pack 2021

Deputy Director



## History

Arts Alive (AA) is a rural touring scheme that exists to bring great quality live performing arts, big screen films and live satellite screenings to rural venues across Shropshire and Herefordshire, to contribute to happy, healthy, vibrant communities. Established in 1999, Arts Alive has grown continuously in scope and scale.

We have an ambitious Business Plan for the next 3 years and will be looking to increase and develop our audiences by going to new places.

Pre-covid we would normally organise 120 live shows, 100 Satellite screenings, 1000 big screen films in over 120 venues to audiences of 50,000.

We are currently rebuilding our audiences and venues, encouraging them to return to events.

Our live events work is funded by the Arts Council England: We are a National Portfolio Organisation. Our Flicks work is funded by the British Film Institute. Both are supported by Shropshire Council, and of course generate a significant amount of box office income. Projects are funded by a variety of methods including Lottery Funding and Trusts and Foundations.



## Vision

ENRICH rural communities and the lives of those living within them by giving EVERYONE in our area the opportunity to participate in HIGH QUALITY Film and Live Events.

We will deliver this Mission through 4 key strands of work:

- Building stronger and more vibrant **Cultural Communities** – supporting promoters, bringing high quality Culture to existing and new venues - seeking new audiences.
- **Resilient, Diverse & Dynamic** – better able to respond to future challenges, maximize income and become more financially resilient. Training and professional development for the Board, Staff and Promoters, develop stronger collaborative partnerships, and a wider range of cultural content.
- **Marketing, Digital & Data** – finding out more about our audiences, and those who do not come to events; making better use of Digital technology and data.
- **Environmental Responsibility** – to address environmental impacts in all the work we do.

### The Case for Cultural Diversity and Inclusivity

We operate in an area that is mainly mono-cultural. Only 2.5% of the population is non-white and they mainly reside in the urban areas, Hereford and Shrewsbury. Our strategy has therefore always been to bring in a wide range of culturally diverse companies to celebrate cultures from around the world for our audiences to enjoy.

We are also aware through our audience data work, that whilst holding events in village halls in rural venues gives access to great Culture to many people, there are some people that don't or can't go to their local village hall. Young people, those with mobility issues, who may be economically deprived, and other sectors of society who may not feel comfortable in a village hall environment.

Our core work therefore will include:

- Pop Up Spaces – Arts Alive on Wheels/outdoor offerings
- Free shows in non-arts venues
- Pub shows
- Target Telford and Wrekin as a new place to engage with
- Develop funding for our Hub and Spokes, Cultural Communities ambition
- Working with other partner organisations locally will help us deliver and maintain a long-term programme of work with new audiences

## Existing Staff and Structure

### Volunteers

AA has built up an extensive network of hundreds of loyal volunteers that select and promote events. This is an invaluable resource that brings community penetration, advocacy, and powerful word of mouth marketing to the organisation, facilitating effective reach and delivery on a tiny budget.

Managing, supporting and nurturing volunteers takes time and vision. Promoter support and development can include:

- pre-visits to new promoters and their venues
- supporting them on the night for first events
- 'go and see' grants to festivals and showcases
- offering promoter comp tickets to see other AA shows
- visiting speakers at promoter meetings
- promoter training
- facilitating promoter sharing of experiences and wisdom at meetings
- building a group identity and a "sense of belonging"
- annually reviewing and updating the Promoter Handbook
- on call support via phone and email

## Trustees

Arts Alive is led by a board of trustees which collectively has a wide range of expertise and experience in the arts, law and business. Trustees are elected for a 3-year term but may stand for re-election.

Trustees meet a minimum of three times per year. Trustees regularly attend AA events to meet promoters and artists, taking an active advocacy role and supporting staff.

Trustees and staff have a biennial consultant led away day which always includes self-evaluation and strategy planning.

## Staff

We have a small but very experienced and committed staff.

Ian Kerry has been running Arts Alive and Flicks since its inception. Traditionally we have employed a Live Events programmer, but in a recent restructure we have decided to broaden this role into the one we are advertising. We have 3 other part time staff, one to assist with the Live Events, and 2 people to organise the Flicks events and book-keeping.



## Recent Projects

Our core work is organising over 100 live events and 1000 film events in local venues such as village halls and community centres. We also deliver special projects which help us develop our audiences.

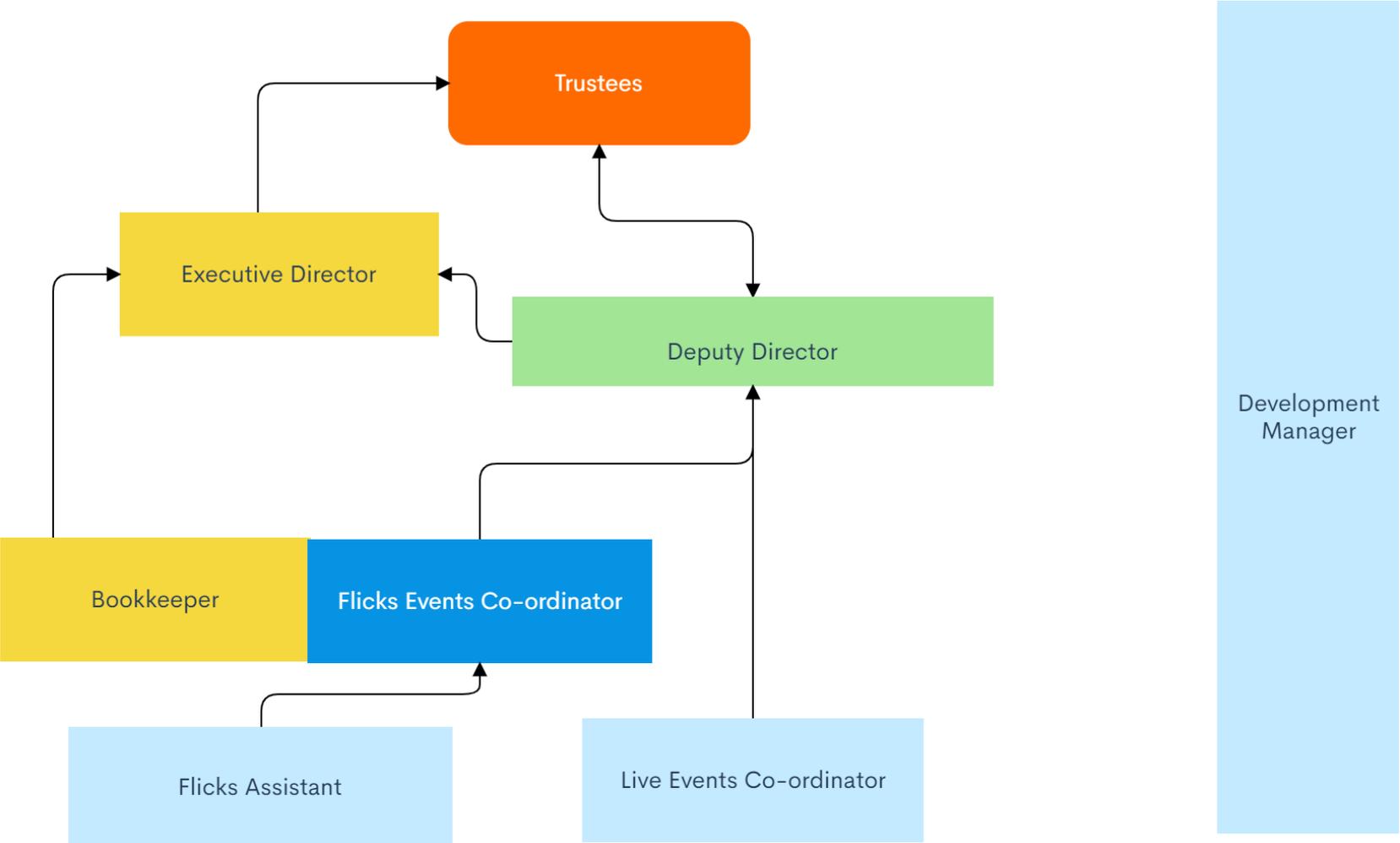
Culture Recovery Funds from Arts Council England, to help us recover from the pandemic and ensure that we remain financially sustainable

Flicks - We were awarded a 3-year young peoples project by the BFI and have an extension to this funding for 22-23 (pending application). However due to the pandemic this project was halted - though we still aim to reach more young people and other audiences who do not normally attend Flicks in the Sticks.

Creative Conversations - (CC) Is a cross sector, rural partnership project delivering creative workshops, training, residencies, performances and exhibitions for and with older people. CC links experienced agencies for arts (Arts Alive, MediaActive, Qube) and health (Shropshire Council,

Age UK). CC will impart knowledge and skills, disseminate learning, build capacity and commitment to well-being through creative engagement. Users will help shape CC, promoting positive benefits of the arts and older people’s influence on culture. By judicious partnerships CC will have a wide-ranging, long-lasting impact. Creative Conversation is an Arts Council England fund. This project will close in December 2021, but we hope to raise more funding to support a development of the project.

Structure



## Job Description - Deputy Director

(37.5 hours pw - £26,511 - £28,672)

### Role Overview

As we enter recovery mode from the Pandemic, Arts Alive has been undergoing a thorough review of its operations and staffing structure. This enhanced post is to help the organisation build on the last 10 years of developments and for the right person to gradually take on responsibility, alongside the team, for the next 10 years.

You may be new to this kind of role, or you may have previously had experience of the diverse range of responsibilities required; we will be happy to discuss your development needs and how best to provide a full induction. We can provide mentoring over a period to support you as you settle into the role; this might be of particular interest if you're stepping up in terms of scale and/or responsibilities from your current post. The organisations' medium-term aim is to see this role develop into a more Senior position over the next couple of years.

### Specifics

Working in close partnership with and reporting to, the Executive Director, and with the assistance of the whole team:

#### **Artistic Programme:**

Responsible for developing and delivering an artistic vision for the whole of Arts Alive - Live events, film events and projects. Liaising with promoters and venues and curating the Menu of available companies and films which is sent to promoters.

To maintain the high standard of events being promoted on the Arts Alive network, with special care to ensure we meet our audience diversity outcomes.

#### **Budgeting and Fundraising:**

Managing project budgets, ensuring that revenues are met.

To be part of the fundraising and income generation team to ensure a sustainable future for the organisation – this may include working with a fundraiser or future Development Manager role to develop and write applications.

**Management and Administration:** Responsibilities include:

- Implementing and reviewing the Business Plan with the Board and Executive Director.
- Management of the small team, including team meetings.
- Liaison with funders (particularly ACE and BFI), reporting, applications, and other requirements.

**Managing and Developing Partnerships** – local authorities, other rural touring schemes, supporting promoters and other key local organisations. Managing current partnerships and exploring new partnerships, new projects, new venues, and new audiences.

**Marketing** – play a role within the team in the successful marketing of all events and the overall brand.

**Board Governance:** Responsible for consulting and informing the Board on all artistic developments, achievements, plans, proposals, and key strategic issues.

**Other tasks** from time to time which assist the team in delivering its aims and objectives.

Other aspects include:

- Six-month probationary period and performance review after 3 months.
- The post is based in Bishops Castle, Shropshire, SY9 5AQ, but we are aiming to allow some home working, with cloud access to files and databases.
- The post will involve some evening and weekend work and travel throughout the region – so car ownership and possession of a full driving licence are essential.
- Working on a PC, with experience in Microsoft Office, especially Excel, Word and particularly Access databases, would be helpful.

## Personal Specification

### Essential

- A passion for and knowledge of programming small-scale touring and performing arts.
- Experience of marketing and audience development tools and methods.
- Sound administrative and organisational skills with the ability to keep clear and accurate records.
- Experience of working with a wide variety of people, both creative professionals and volunteers.
- Experience of managing budgets, teams of people and projects.
- Ability to lead and work as part of a small team working to tight deadlines.
- A passion for delivering projects and services with consideration for access, inclusion and environmental awareness.
- Good writing and communication skills.
- Driving licence and access to a car.

### Desirable

- An understanding of general rural issues.
- Experience and knowledge of fundraising and income generation methods.
- Knowledge of our specific rural area and the village hall volunteer network
- Experience of developmental partnership working

## Application

We are using an online portal for applications. Applications must be made through this portal:

<https://hr.breathehr.com/v/deputy-director-18620>

Please fill in the form with your details, and then click on the next button. Here you will have the opportunity to upload the required two documents – your CV with referees, and a covering letter (2 sides of A4 max) about why you would like to join our team on this journey, what makes you a good candidate, and what you can bring to Arts Alive.

Be sure to click on the green upload button, before you click the “finish application” button. You will be contacted soon after the job application deadline of 12<sup>th</sup> November.

