

Job specification



Job title: Business Manager - Culture, Arts & Heritage
Service: Customer Services
Grade: G12
Reporting to: Service Manager – Community-based Customer and Culture, Arts & Heritage Services

Your job

- Principle responsibility to manage Wigan Council's Culture, Arts and Heritage Service including 'The Fire Within' exhibition space (within The Galleries shopping centre), Schools Cultural Service, Museum of Wigan Life, Trencherfield Mill, the archives, arts, dance, music and performing arts to create a holistic, varied and innovative service that enriches our borough, our communities, and the residents that live there, ensuring they add value and are cost effective.
- You will ensure the delivery of the Council's five year Cultural Manifesto's aims and objectives, working closely with cultural and other partners from across the borough to achieve this.
- You will maximise the financial sustainability of the service by researching and developing opportunities to secure funding through grant applications, sponsorships, and donations that secure investment, capital and revenue funding for services.
- You will identify and support volunteer, community groups and partners through submission processes for external funding to deliver against Culture, Arts and Heritage and corporate strategies
- You will align Culture, Arts and Heritage developments and activities with the Council's Economic Vision, 'We are Wigan', as it develops, to create wider awareness and vibrancy, attracting residents to venues, events and exhibitions and visitors to the borough to support the economy and enrich the lives of attendees.
- To develop a partnership approach that creates engaging and innovative events, activities and programmes that maximise customer satisfaction levels and improve customer experiences of Wigan Council's Culture, Arts and Heritage Service.

The Council is committed to complying with the European General Data Protection Regulations (GDPR) and meeting the requirements of the Information Commissioner's office (regulating data protection compliance in the UK). It is your responsibility to ensure that the work you undertake is compliant with the General Data Protection Regulations.

In this job you will

In the next 12 months, you will:

- Deliver on Year one of the Cultural Manifesto, 'Wigan's Future Artists' including monitoring the £200k Curious Minds investment in 13 cultural education projects
- Deliver on Year two of the Cultural Manifesto objectives for 'Digital Wigan'
- Prepare for Year three of the Cultural Manifesto delivery, 'Health & Happiness' including cultural links to delivery of the Rugby League World Cup 2021
- Maintain and further develop strong working relationships with cultural partners from across the borough to improve the cultural opportunities and engagement in the borough including the promotion of partnership-working, best practise and collaboration
- Represent Wigan Council as part of the Creative People and Places consortia
- Ensure the continued and effective management and potential further development of the exhibition space, 'The Fire Within' in Wigan town centre.
- Support the launch and development of a Local Cultural Education Partnership
- Research funding opportunities and prepare bids linked to culture
- Create a service workplan for Culture, Arts & Heritage and the introduction of robust data collection, meaningful targets and performance management
- Launch the new £1.3M HLF funded archives service and exhibition space at Leigh Town Hall
- Lead on development of service offer at Trencherfield Mill Steam Engine
- Develop links with community libraries to enhance their cultural offer
- Oversee GM funding for arts projects within Wigan Borough and attend relevant meetings.

On an ongoing basis you will:

- Increase resident participation in culture, arts and heritage
- Create opportunities for customers with complex issues presenting at Welfare Support to become involve in culture to support health and wellbeing and reduce social isolation
- Identify and support volunteer, community groups and partners through submission processes for external funding to deliver against Culture Arts and Heritage and corporate strategies
- Ensure that buildings and venues are fit for purpose, safe and welcoming, and appropriate risk assessments and checks are undertaken ensuring expedient reporting of issues to facilities management
- To develop a partnership approach that creates engaging and innovative events, activities and programmes that maximise customer satisfaction levels and improve customer experiences of Wigan Council's Culture Arts and Heritage Services
- Develop stakeholder relationships including, internal, health, colleges and schools, existing cultural partners and local, regional and wider sector contemporaries
- Ensure that our wider culture offer is embedded, promoting its importance and value to Wigan's identity and the health and wellbeing of our residents regardless of age
- To participate in the induction of new lines of business with specific responsibility in ensuring standards are improved within the Culture Arts and Heritage Services environment
- To work with colleagues and partners in other service areas and external agencies to improve service provision to the council and public, as part of an integrated Culture Arts and Heritage Services offer
- Responsibility for the monitoring, reviewing, evaluating and reporting of the budgets and funding allocation within the area ensuring they are adding financial and social value
- Work with local organisations whose clients have been affected by homelessness, addiction or other personal issues using Culture Arts and Heritage services to build self-esteem and respect and support mechanisms

- Investigate links with the Music Service to expand and develop Culture Arts and Heritage raising the profile and reputation of both
- Lead on events and exhibitions and ensure they are promoted and marketed, using all media types, including local and regional publications, print, free to use internal marketing within our buildings, social media and other digital outputs to maximise awareness and attendance creating feedback mechanisms that can inform future enhancements
- Ensure that our Cultural Manifesto delivers on all aims and objectives
- To deliver large scale projects, like the Heritage Lottery Fund, Archives Project with a focus on maintaining accreditation, fiscal and customer outcomes using appropriate support from partners and teams
- To transform our Culture Arts and Heritage Service to achieve an integrated and shared working approach to new service and corporate initiatives to deliver quality outcomes to our varied and changing communities, supporting The Deal for the Future
- To plan and develop quality, cost effective customer and community-focused activities, events and exhibitions that contribute to the learning, wellbeing and enjoyment of all residents
- To promote the role of the arts in health and care, developing creative activities with internal and external providers and partners to support and benefit health improvements, quality of life and wellness
- Support inclusive strategies that involve the arts creating both social and creative outlets to embrace people with mental and physical health issues and residents of care homes as well as community settings to provide opportunities for people to engage with the arts as a tool to improving their wellbeing
- To develop and maintain close working with external agencies, partners, other departments, AGMA/GMCA, and the community to develop service policy, build partnerships and attract external funding
- To develop partnerships that result in greater community engagement providing opportunities to the lives of children, young people and adults to engage with new experiences in a flourishing and vibrant environment that is conducive to learning, imagination and social interaction
- To deliver creative, flexible spaces that support the varying needs of our communities, developing innovative ways to enable educational, social and cultural activities that help create a cohesive relationship in the community we serve
- Develop effective data collection and tracking systems including analysis, identifying community and customer trends and measure successes of activities, events and exhibitions
- To lead on, and document, public consultation exercises providing information and advice to residents on options for change and how they may enhance service availability and accessibility
- To lead on the development of an offer that enables residents to fully engage with, and participate in, The Deal, with its key principles at the heart of service provision
- To manage and develop the volunteer base across the service to ensure models of operation are sustainable and provide opportunities for growth
- To ensure that staff across Culture, Arts and Heritage adopt an asset based approach, where appropriate, and help to instill self-reliance within customers in line with The Deal
- Develop innovative and joined up service opportunities across historical documents, archives and family history to create a holistic Family and Local History offer that supports individual, community group and academic research identifying opportunities to use volunteer offers more productively
- Transform services to achieve an integrated and shared working approach to new service and corporate initiatives to deliver quality outcomes to our varied and changing communities, supporting the principles of The Deal

- Ensure you operate within GDPR guidelines by regularly reviewing data held and destroying information in line with retention schedules

In this job you will need

You must be able to demonstrate the following essential requirements:

- Management qualification NVQ Level 5 or equivalent significant level of experience.
- Evidence of continuous managerial development.
- Proven track record of effective service development and delivery in culture/arts/heritage.
- Evidence of effective project management skills and the ability to deliver key projects across a range of situations.
- Evidence of managing service performance improvements.
- Evidence of managing change programmes and resource reductions.
- Detailed knowledge of best practice and developments in specific areas relating to the functions of the post.
- A detailed understanding of the value and use of new technologies in improving services and modernising working processes.
- A thorough understanding of the legislative and key operational issues relevant to the post.
- Knowledge of Equality and Diversity policies and issues affecting public services.
- High level of written and oral communication skills and ability to make presentations to a wide range of audiences.
- Ability to use influencing skills and to promote open discussion and negotiate common agreement where there are disparate points of view.
- Able to work in partnership and to develop the trust, respect and co-operation of colleagues and partners.
- Proven ability to convert plans into action and deliver objectives and targets within timescales and budgets.
- Ability to analyse information, identify implications for Customer Services and implement relevant courses of action.

Our culture

For us, it's not just about all we achieve as an organisation, but how we do it. Therefore, all employees are expected to display our **Be Wigan** behaviours.

Be Positive... take pride in all that you do

Be Accountable... be responsible for making things better

Be Courageous... be open to doing things differently

Individuals with line management responsibilities are also expected to ...

Inspire... lead by example and help others to see the big picture

Care... show genuine concern for people as individuals and value their contributions

Engage... I connect with others both within and beyond the organisation

Staff Deal

Our Staff Deal is an informal agreement with all staff. It outlines what you can expect from us, and in return what we expect from you

Our part

- Provide strong, honest and visible leadership
- Reward your commitment and hard work
- Care for your health and well being
- Listen to you and put your ideas into action
- Support you to give something back
- Offer opportunities to learn and grow
- Be one team, one council
- Believe in you

Your part

- Listen, be open, honest and friendly
- Be efficient, flexible and professional
- Care for your health and stay active
- Tell us how we can improve
- Give something back whenever you can
- Take opportunities to learn and grow
- Be one team, one council
- Believe in yourself and our borough