

## **JOB PACK HEAD OF CULTURE**



### **ABOUT THE ARTS & HERITAGE SERVICE**

Since September 2015, Link4Life's Arts & Heritage Service has been following a path of significant change and development. Culture, in the broadest sense, has moved to become a key driver of decision making in the Borough, relationships with major funders and partners are flourishing and the organisation is growing at a significant rate.

We are looking for an excellent candidate to build on the success of the past 2 years, taking culture in Rochdale onto the next stage.

We are eagerly anticipating two significant events in the near future, the 200<sup>th</sup> Anniversary of the Peterloo Massacre in 2019 and the arrival of Dippy the Diplodocus from the Natural History Museum in 2020. Both of these events provide a significant opportunity for Rochdale and the Borough, and the Arts & Heritage Service will play a leading role in capitalising on these key moments.

The Arts & Heritage Service has been growing its output, income streams, relationships and turnover. The Service comprises the following teams:

- **Museum:** with a large accredited collection housed in the Arts & Heritage Resource Centre, the museum team deliver exhibitions and community programmes in Touchstones Rochdale and across the Borough. They have recently been awarded a significant HLF grant to develop their next exhibition about the Deeply Vale Festivals.
- **Art Gallery:** a development of strategy and focus in this team has seen it lever in significant support to deliver a high quality contemporary arts offer. They have received national acclaim for their work supporting women artists, northern talent and contemporary craft. This team have received external funding for their programme from a

variety of trusts and foundations, as well as Arts Council England and other income streams.

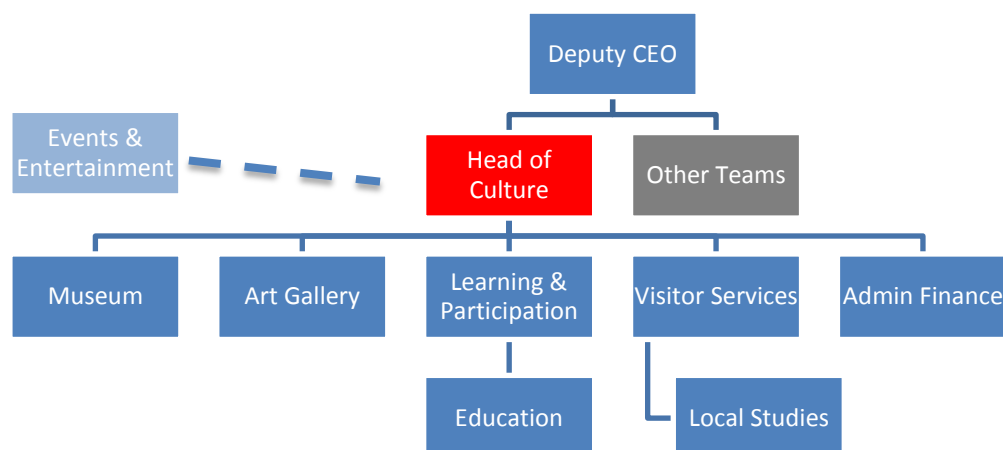
- **Learning & Participation:** this new team has revolutionised our engagement figures, ensuring that culture plays a vital role in supporting key target areas of our community. They have created a new focus for the organisation around theatre and performing arts, and have recently received a major grant from Arts Council England to develop this further. With a recently refreshed schools offer, this team is in the process of growth and transformation.
- **Visitor Services:** with an 89% VAQAS rating, including 95% on customer service, this team is recognised as one of the best in the country. The team currently manage two buildings; Touchstones Rochdale and the Arts & Heritage Resource Centre, they operate our shop and visitor information centre, as well as manage the relationship with our café franchise. Our Local Studies Centre also sits within Visitor Services, developing and supporting the Borough's archive and leading on research into family and local history, including a strong online presence.

Coupled with this, we have developed an over-arching manifesto for the Service which guides and influences everything we do. This manifesto is included in the job pack.

Outside the Arts & Heritage Service, Link4Life's Events & Entertainment Team operates two performance spaces, Heywood Civic Centre and Middleton Arena. Following a recent external review, a decision has been made to integrate these two spaces into the Arts & Heritage Service to form a new department: Cultural Services.

The successful candidate will need to implement and lead the transition of the Events & Entertainment Team into Cultural Services, ensuring a smooth handover and integration of the revised department. A detailed business plan, including timescales, step process and budget targets has been developed and approved. It will be for the postholder to deliver this.

## DEPARTMENT STRUCTURE



## OUR MANIFESTO

**'I am never so happy as when I am telling folk how proud I am of our Rochdale and of its gradely folks'**

Dame Gracie Fields receiving the Freedom of Rochdale, 19<sup>th</sup> May 1937

The people around here have made history. They've fought for free speech, protested against slavery, written beautiful poetry, performed incredible music, starred on stage and screen, battled the hardest adversity, created new ways to work together, and welcomed the world. We brush the fringes of Manchester but bask in our own beautiful countryside. It's perfect for raising a family, a wonderful first home and a place to retire.

The people of Heywood, Middleton, Pennines and Rochdale are revered <sup>(feared)</sup> for their straight talking, bloodymindedness. They know right from wrong, good from bad; they're tough because times have been hard. But their warmth makes this Borough bold and open. Rochdale invented working together; we are cooperation.

Too often nowadays, we forget this. The world paints a picture of our Borough which isn't the place we know and love.

...it is for all of us to change that...

To do this, Touchstones will:

- Bring communities together
- Listen, learn and share knowledge
- Support the local economy
- Empower our children
- Grow creativity
- Surprise people

**We exist to sing out to anyone who might listen** (and some who won't) **that Rochdale Borough is amazing.**

**Let's put the pride back into Rochdale and remind the world what we're really made of.**

## **JOB ADVERT**

<b>Job Title</b>	Head of Culture
<b>Job Reference Number</b>	L1776
<b>Closing Date</b>	Wednesday 13 <sup>th</sup> December 2017
<b>Interview Date</b>	Wednesday 20 <sup>th</sup> December 2017
<b>Location</b>	Touchstones Rochdale and other sites as required
<b>Pay Band</b>	Band 8a, £38,334 - £42,844 (pro-rata if part time)
<b>Hours of Work</b>	37 hours per week

### **WHAT YOU WILL BE DOING**

The purpose of the role is to lead Link4Life's cultural offer, including the work at Touchstones Rochdale and in our communities and integrating Link4Life's existing Events and Entertainment offer into the Arts and Heritage Service to create a single Cultural Services department.

### **WHAT WE NEED FROM YOU**

The post holder will be an efficient, motivated and experienced leader who can continue the growth and progress of the cultural offer in Rochdale Borough and beyond. Experienced in multiple artistic or heritage fields but have a particular knowledge of venues and performance spaces. They will be an exemplary advocate for the positive impact culture can have on different communities and will have a real skill for budget management, income generation, fundraising and financial negotiation.

The successful candidate will be able to quickly and adeptly turn their hand to anything and everything, setting the benchmark for high quality and ensuring that a complex and broad department functions over and above expectations. They will have a strong artistic vision, be an excellent communicator and a confident representative of the service to stakeholders, partners, funders, the public and other interested parties.

### **WHAT WE CAN OFFER YOU!**

Link4Life are committed to being an employer of choice and offer competitive salaries and a wide range of benefits, including access to:

- Childcare vouchers
- Company sick pay
- Local Government pension scheme
- Employee Assistance Programme
- Free use of our leisure facilities
- Learning and career development opportunities

### **WHO ARE WE?**

We are a charity based in Rochdale that aims to inspire every member of our diverse community to live more active, creative and healthy lifestyles.

For an informal conversation about this role, please contact Tom Besford on 01706 924 984

If you wish to apply for this job, please visit [www.link4life.org](http://www.link4life.org) to download our Application Form. If you do not have access to the Internet please telephone 01706 926268 / 926215 to request an Application Form through the post, quoting the job reference number above.

All applications must be made using the Link4Life Application Form as we do not accept CVs

## JOB DESCRIPTION

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<b>Hours of Work</b>	37 hours per week
<b>Accountable To</b>	Deputy CEO
<b>Accountable For</b>	Arts & Heritage Service
<b>Special Conditions</b>	Working hours and location will be flexible to suit the needs of the business. Will include significant travel for meetings, conferences and events. This post is a member of Link4Life's Management Team, and as such is expected to take a leading role across all aspects of the organisation.

### 1. PURPOSE AND OBJECTIVES OF THE JOB

The purpose of the role is to lead Link4Life's cultural offer, including the work at Touchstones Rochdale, in our communities and integrating Link4Life's existing Events & Entertainment offer into the Arts & Heritage Service to create a single Cultural Services department.

### 2. PRINCIPAL DUTIES AND RESPONSIBILITIES

- a) Ensure that culture, in its broadest sense, is embedded throughout Rochdale Borough:
- Establish management structures and performance targets appropriate to the service and individual requirements;
  - Lead the existing Service, building on recent change;
  - Be a figurehead for culture, arts and heritage in Rochdale Borough, advocating for the importance of a cultural offer in the Borough;
  - Develop key stakeholder relationships including with Rochdale Borough Council, Public Health, educational institutions, cultural partners, funders and local, regional, national and international sector colleagues;
  - Have a positive impact on the lives of people living and working in Rochdale Borough;

- Positively promote Rochdale Borough as a place where a quality cultural offer is essential to our identity, place making and growth;
  - Ensure cultural strategy is appropriate, visible and adhered to.
- b) Maximise opportunities for financial viability and sustainability:
- Careful and efficient management of all budgets, including supervision of budget holders;
  - Development and delivery of a fundraising strategy which includes lottery funders, trusts and foundations, commercial sponsorship and individual giving;
  - Planning long term growth and investment strategies for the Service;
  - Ensure events and exhibitions are appropriately promoted and marketed.
- c) Oversee the day to day running of the Service. This includes the museum, art gallery, learning and participation, local studies and archive, café, shop and buildings management:
- Be the artistic lead for the Service, ensuring that programming across teams is commensurate, connected, ambitious and high quality;
  - Lead, motivate and inspire all employees in order to create a positive working environment, with every employee fully aware of and working towards the business objectives;
  - Ensure key performance indicators are set, agreed and achieved;
  - Attend (or ensure appropriate representatives attend) external meetings, including Greater Manchester Museums Group, Greater Manchester Archives & Local Studies Partnership, Greater Manchester Arts, Rochdale Borough Museums Group, Rochdale Borough Culture Network, Local Cultural Education Partnership, and others as required;
  - Manage key internal service provider relationships, including the café operator, Ke Emu, Artifax and Spektrix.
- d) Deliver largescale organisational projects as required. The first of these will be to integrate Link4Life's existing Events & Entertainment offer into the Arts & Heritage Service:
- Lead the transition of Heywood Civic Centre and Middleton Arena (performance space) into the Arts & Heritage Service;
  - Implement the agreed business plan for this area;
  - Manage the team through a period of change;
  - Achieve targets as agreed and identified through external evaluation and business modelling;

- Ensure quality and sustainability, integrating the offer into the existing manifesto for the Service.
- e) Ensure organisational compliance in terms of governance, resource, legislation, operational, personnel, building, risk and health & safety management:
  - Ensure that the company meets all legislative requirements, including but not limited to relevant safeguarding, legal, financial, equality and diversity and health and safety requirements;
  - Support the Chief Executive with appropriate information to assist in taking decisions on all issues delegated to the Chief Executive by the Board;
  - Set annually and monitor the budget throughout the financial year, including construction of monthly reports to Management Team, Sub Committees and Board as required;
  - Be a designated safeguarding officer;
  - Ensure compliance with all legal and financial requirements in line with the Companies Act, Charities Act and other legislation as relevant;
  - Ensure that inspections and audits are carried out across all functions to ensure compliance with all company policies and regulatory / legislative requirements.

### **3. SECONDARY DUTIES AND RESPONSIBILITIES**

- a) Data Quality - To ensure that Link4Life policy and procedures in respect of Data Quality are adhered to consistently and at all times in respect of any data collected or used in the planning and delivery of services.
- b) Equality & Diversity - To work in accordance with Link4Life policy and procedures relating to the promotion of equality and diversity and to ensure that these are effectively and pro-actively applied in the delivery of all facilities and services.
- c) Health, Safety and Welfare - To be responsible for the health, safety, and welfare of self and other persons who may be affected by job holder's actions or omissions whilst at work. Additionally, be responsible for maintaining and implementing the requirements of the Health and Safety at Work Act and for the execution of any duties and responsibilities attached to the job within the company's health and safety policy and procedures. A high standard of personal presentation is required at all times.
- d) Performance Management - To promote and practice a performance management culture within all facilities and services, including the setting and achieving of team and individual performance targets and the implementation of robust monitoring, evaluation and reporting systems.
- e) Relationships - To promote positive working relationships with all internal and external parties.



- f) Training and Development - To participate in any training initiatives in relation to the duties of the post and ensure that personal qualifications are kept valid via attendance on training as provided by the service as reasonably practicable.

## PERSON SPECIFICATION

<b>Job Title</b>	Head of Culture
<b>Job Reference Number</b>	L1776

### Note to Applicants

The **Essential** criteria are the qualifications, experience, skills or knowledge you must show you have to be considered for the job.

The **Desirable** criteria are used to help decide between candidates who meet all the Essential criteria.

If the **How Identified** column says Application Form you must include in your application information to show how you meet the criteria using examples from paid/voluntary work or Education.

Qualifications and Experience	Essential / Desirable	How Identified
Educated to degree level	Essential	Application Form
Experience of managing a large team, across multiple disciplines and sites	Essential	Application Form / Interview
Proven track record of major fundraising success	Essential	Application Form / Interview
Experience of high level working in venues or theatres	Essential	Application Form / Interview
Experience of stakeholder management and development	Essential	Application Form / Interview
Experience of delivering and managing change within teams	Essential	Application Form / Interview
Experience of problem solving under pressure	Essential	Application Form / Interview
Experience of managing different budgets including restricted funds, core, commercial and charity budget lines	Essential	Application Form / Interview
Experience of leading a commercial music and events programme	Desirable	Application Form / Interview
Experience of leading community engagement or cultural education programmes	Desirable	Application Form / Interview
Experience of leading accredited museums, art galleries or archives	Desirable	Application Form / Interview
Experience of ticketing, CRM and spaces management software	Desirable	Application Form / Interview

Skills and Knowledge	Essential / Desirable	How Identified
Knowledge of managing large and complex budgets	Essential	Application Form / Interview

<b>Skills and Knowledge</b>	<b>Essential / Desirable</b>	<b>How Identified</b>
Significant ICT skills, including exceptional excel competency and ability to adapt to new software	Essential	Application Form / Interview
Knowledge of the music and events industry, including deal negotiation, contracting and event production	Essential	Application Form / Interview
Knowledge of safeguarding best practice	Essential	Application Form / Interview
Ability to become an expert on any subject very quickly, taking a leadership role in any circumstance	Essential	Application Form / Interview
Knowledge of Arts Council England's Museum Accreditation scheme	Desirable	Application Form / Interview
Knowledge of laws and best practice around VAT	Desirable	Application Form / Interview
Knowledge of buildings management	Desirable	Application Form / Interview

<b>Special Working Conditions</b>	<b>Essential / Desirable</b>	<b>How Identified</b>
Driving licence and access to a vehicle	Desirable	Application Form
Personal Alcohol Licence holder	Desirable	Application Form
Flexible attitude to working hours	Essential	Application Form

<b>Postholder's name</b>	
<b>Postholder's signature</b>	
<b>Date</b>	

Version: November 2017

Completed By: Deputy Chief Executive