



## **JOB DESCRIPTION**

### **Post: Chief Executive**

#### **Background**

Worcester Live is at the heart of arts and entertainment in Worcester. It runs the city's three main entertainment venues - Huntingdon Hall, The Swan Theatre and Henry Sandon Hall – and supports the annual Worcester Festival. It also has its own producing arm, Worcester Repertory Company, which stages six to eight annual productions as well as touring shows, including Theatre In Education tours, new work, a Shakespeare in the Cathedral, an outdoor production and the annual Swan Theatre Pantomime.

A registered charity, Worcester Live is funded through charitable donations, including arts grants, money from trusts, legacies and other organisations, and through fundraising events, plus its event profits and hires.

Further information on Worcester Live, including the latest annual report, can be found at <http://www.worcesterlive.co.uk>

#### **Role Summary**

The Chief Executive is responsible for both the strategic direction and the operational management of Worcester Live, leading and developing the organisation with the guidance and support of the Trustees. This is a hands-on, fast-paced role, offering exciting opportunities to influence the provision and development of arts and entertainment activities across Worcester.

**Reporting to:** Chair of Trustees

**Internal Contacts:** Trustees, Patrons, staff, contractors and volunteers.

**External Contacts:** Worcester City Council, The Bransford Trust, Worcestershire County Council, Worcester Arts Partnership, Visit Worcester, Destination Worcestershire, Arts Council England, University of Worcester, Worcester Cathedral, press and media.

**Associated Companies:** The English Symphony Orchestra, The Elgar School of Music, Academy Arts and Vamos Theatre

## **Principal Responsibilities**

The Director is responsible for all aspects of the management of the organisation, subject to policy direction from the Trustees. Principal responsibilities include:

### **Leadership**

- Maintaining a sound relationship with the Board of Trustees, providing strategic advice and regular reporting
- Strategic planning activities, including development and management of the business plan
- Building and management of relationships with key partners and stakeholders
- Evaluation and continuous improvement of the organisation's performance

### **Finance and legal**

- Submission of an annual budget for approval by the Trustees and robust management of all financial activity to ensure the organisation meets its financial targets
- Management of all legal and charitable responsibilities
- Management of leases and insurances
- Management and development of commercial activities
- Negotiation and management of funding agreements and business contracts

### **People**

- Leadership and motivation of staff team ensuring employee engagement and effective performance
- Implementation of appropriate people management systems and processes including recruitment, development, performance review and reward
- Management of volunteers and contractors, ensuring legal compliance

### **Fundraising and partnerships**

- Management and development of existing sources of income including grants, sponsorships, strategic partnerships, individual relationships, legacy scheme etc
- Development and maintenance of new and existing relationships with key local and national bodies including Worcester City Council, Arts Council, Trusts etc
- Development of new income streams and funding opportunities

### **Performance**

- As Artistic Director of The Swan Theatre, a combination of commissioning, writing, directing and producing plays and other events
- Identifying new performance-based opportunities to attract and engage audiences

### **Community**

- Management and development of a range of entertainment activities to engage and entertain the people of Worcester

- Provision of opportunities which meet the needs of diverse groups and interests from toddlers to seniors
- Administering the Swan Youth Theatre
- Provision of facilities and support for amateur drama activities
- Management of the Swan Theatre school, providing a one-year foundation course for aspiring actors
- Liaison with the many amateur companies who perform annually at The Swan Theatre

### **Buildings**

- Management and maintenance of Worcester Live's entertainment venues having full regard for health and safety and security issues

### **Marketing and PR**

- Effective marketing of Worcester Live's programme of activities through both print and digital media
- Promotion of Worcester Live through PR initiatives, networking, presentations etc

## PERSON SPECIFICATION

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Significant experience in a leadership role within an arts environment</li> <li>• Experience of writing and delivering a strategic business plan</li> <li>• Experience of programming a range of arts events</li> <li>• Significant experience of working co-operatively with a broad range of people and organisations including experience of community projects and organisations</li> <li>• Significant experience of managing and developing individuals and teams</li> <li>• Experience of developing and implementing a successful fundraising strategy</li> <li>• Significant experience of setting and managing budgets</li> <li>• Experience in negotiating funding agreements and business contracts.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of producing professional theatre and other arts activities</li> <li>• Experience of working with young people</li> </ul>
<b>Skills and knowledge</b>	<ul style="list-style-type: none"> <li>• A wide knowledge of the arts</li> <li>• Excellent commercial and business acumen including contract knowledge</li> <li>• Ability to provide clear leadership and direction whilst empowering and motivating colleagues</li> <li>• Ability to initiate, plan and work at a strategic level</li> <li>• High level influencing and negotiation skills</li> <li>• Skilled and confident in public speaking</li> </ul>	<ul style="list-style-type: none"> <li>• Skilled in acting, directing and writing</li> </ul>

	<ul style="list-style-type: none"> <li>• Good organisational skills and ability to manage own time.</li> </ul>	
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Innovative and entrepreneurial</li> <li>• Inspirational, able to communicate the vision to others</li> <li>• Well-developed interpersonal skills, including tact and diplomacy, to achieve outcomes</li> <li>• Excellent verbal and written communication skills including the ability to give effective presentations and talks</li> <li>• Demonstrating gravitas, professionalism and self-confidence, able to build relationships and work in partnership</li> <li>• Highly committed to equality and diversity in employment and service delivery</li> <li>• A strong commitment to customer service.</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Prepared to work flexibly, including some evenings and weekends</li> <li>• Possessing own transport and able to travel</li> </ul>	<ul style="list-style-type: none"> <li>• Good local knowledge of the Worcester area</li> </ul>