

CEO/Creative Director Application Pack

Closing date for applications:
1 May 2023, 5pm

Dear Applicant,

CEO/Creative Director

Following Lorna Fulton stepping down, we are looking for an inspirational CEO/ Creative Director to work with the Art Reach team and Board of Trustees to take our organisation to the next stage. Lorna leaves an incredible legacy, and we are excited to now be searching for the next CEO/Creative Director.

We are proud to be a charity which makes a difference and very much hope you will consider applying to work with us.

We are an inclusive organisation, from our trustees and team members to our audience and participants. We treat all job applicants equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation or any other equality characteristic. We particularly encourage applications from individuals who are underrepresented in the cultural sector.

The Application Form and Equality Monitoring form can be downloaded at the following links:

Application Form: <https://tinyurl.com/4sxek2pd>

Equality Monitoring Form: <https://tinyurl.com/3nyf74h5>

The above should be submitted with your CV.

Please note the Personal Details and Equality Monitoring form will be removed from your application before shortlisting and will be used for statistical monitoring purposes only.

The closing date for receipt of this application is **5pm, Monday 1 May 2023**.

First stage interviews are planned for **12 May 2023**, and second stage interviews for **16 May 2023**.

Equality of opportunity at Art Reach

Art Reach continuously strives to be an equal opportunities organisation and is committed to ensure equality of opportunity in all areas of its work. Embedded within the company, Art Reach has the commitment to encourage, value and manage diversity and ensure that no person receives less favourable treatment.

Should you require any further information, or to have an informal discussion about the post, please contact hello@artreach.org.uk or telephone **0116 261 6882**.

We look forward to hearing from you, and good luck with your application.

Welcome to Art Reach

Art Reach is an arts and cultural charity with big ambitions. We are a diverse led organisation, based in Leicester, developing and delivering arts and cultural programmes with partners and through collaboration in Leicester and across the UK.

Our mission is: **Connecting Cultures through Extraordinary Art:**

- We commission bold, ambitious art and festivals that bring people together, delivering activities and authentic experiences that unify art, audiences and cultures.
- We empower a range of artistic voices that excite and surprise with fresh energy and new ideas. Together we explore complex pasts, reshape the present, and imagine new futures. We celebrate the power of sanctuary, unleash expression, and tell extraordinary stories.
- Our programmes focus on presenting world class work that is rooted in the human experience, transforms outdoor spaces, and is impactful, inclusive and inspiring to local and international audiences.
- We are a values driven organisation committed to increasing understanding of current social issues (e.g., migration/sanctuary seeking) in a way that encourages compassion in our communities.

Why we do it

We believe that art brings people together. It entertains and moves us, challenges and educates us, together. We believe that shared experience of art starts conversations and helps us to understand one another better.

We know that our work can ignite imaginations and help people and communities to find their place in our cultural and creative landscape. That great art can enable us to share lives, stories and entertainment

What we do

Art Reach delivers exceptional high quality innovative arts programmes across the UK and Europe: we pioneer new ways of working that stretch artistic boundaries, provide opportunities for sanctuary seeking artists and communities; and encourage new ways for audiences to engage with our work. Alongside our cultural programmes, we support our work through earned income via our consultancy arm: raising over £2million since 2018 for clients and Art Reach. From 2023, most of our programmes will be delivered outdoors, bringing the streets of Leicester to life.

Art Reach is proud to be an Arts Council National Portfolio Organisation 2023-2026.

Our programmes

Journeys Festival International (JFI) builds on the festival's 10-year history, growing our work exploring sanctuary seeker experience through great art with an international festival ranging from epic spectacular events to intimate experiences where audiences and artists meet. At the core of the programme is work commissioned from sanctuary seeker artists or developed with sanctuary seeking communities. From 2023, JFI will also prioritise showcasing and commissioning

We value brave voices and amplify them.

work from underrepresented voices, with a particular focus on Global Majority, disabled and female artists. Our aim is to have a festival programme which is gender identity balanced and at least 45% Global Majority artists. The festival will take place over 3 days in summer annually in Leicester.

Re/action Festival is a new 2-day Art Reach festival, continuing our specialism in addressing contemporary issues. The festival will be centred on art/artists unique position as inspirers to action who encourage change. Re/action festival will commission new work which addresses the climate emergency, share skills, offer workshops in repurposing/reusing, and celebrate Leicester's diversity. The festival focusses on how we can make changes which add up to a big difference for the future of our planet.

Platforma is an arts and refugee network which supports and develops arts and culture by about and with refugees and migrants, led by Counterpoints Arts. The festival runs every 2 years in a different part of the UK (2023-Bristol and South West). We are collaborating with Counterpoints to co-commission new work exploring themes related to climate justice and displacement to be showcased at JFI and Platforma, working with UK wide sanctuary seeking communities and organisations; coming together to continue and deepen our work with sanctuary seeking communities, and learn from each other. The festival is biannual in October.

Art Reach Consultancy Services has a wide portfolio of clients spanning the arts and heritage sector based across the country and works extensively on creative and cultural programmes of work across the UK. Art Reach consultancy services have supported cultural organisations across the UK and Europe and have generated £1.25million worth of funding and investment for partners over the past 5 years. We've successfully supported over 200 clients, working with theatre and performing arts venues, galleries, museums, arts centres, dance companies, musicians, visual artists and crafts people, carnival organisations and festivals.

The significant creative role that Art Reach has, alongside its extensive cultural networks, enables its unique perspective and approach to delivering its consultancy services. As a specialist consultant, ArtReach also has a successful track record of consultancy projects involving strategic visioning, business planning, governance and fundraising, ArtReach has driven and supported the development of many successful Strategic Plans, Cultural Strategies and Fundraising Strategies for a range of arts organisations, large and small. This support also extends to supporting Creative People and Places programmes to set up partnership arrangements as well as other city/town-wide strategic arts partnerships.

Our impact

Since becoming an NPO in 2018, Art Reach has:

- delivered Night of Festivals/Liberty UK (15 editions and 7 locations since 2010),
- delivered Journeys Festival International (JFI) (3 years in 3 cities and digital edition (2020)
- delivered Liberty EU (co funded by Creative Europe) in partnership with 12 organisations in 10 countries across Europe.
- Art Reach has commissioned/co-commissioned work from over 220 artists, with 60% of these artists from sanctuary seeking backgrounds, and 64% aged under 35—a significant

We value cultural growth and deliver it.

investment in artists who are underrepresented in the sector. We have commissioned new works from 45+ artists per year and reached audiences of 180,000 per year.

- Generated over £1.25 million worth of funding and investment for partners
- Worked with Local Authorities across the UK to develop and deliver cultural strategies, with clients including Nuneaton and Bedworth Council, Halton Borough Council and Greenwich Council
- In 2022, our consultancy services supported organisations applying for NPO and IPSO status, generating over £1million investment per year

“Art Reach is a wonderful place to work and lead, and I’m proud and privileged to have led the charity over the past 2 years. We run festivals and programmes that are meaningful, authentic, high quality and high impact, with exciting new programmes for 2023 and the years ahead, as well as engagement across Leicester which is impactful and relevant, and an extremely successful consultancy programme which contributes to the cultural ecology of the UK. The new CEO couldn’t ask for a better organisation, team or board. “

CEO / Creative Director Lorna Fulton

We value vibrant change and create it.

2023

In 2023, we will deliver:

JOURNEYS
FESTIVAL
INTERNATIONAL

22 and 23 July: Journeys Festival International, Leicester

re/action
/ festival

26 and 27 August: Re/action festival, Leicester

An
Art Reach
Project

22 July- 27 August: digital festival showcasing our work

platforma
Arts + Refugees Network

October 2023: Platforma festival, Bristol and South West

Financial Overview

Income:

Arts Council England National Portfolio Organisation:

2023-2026; £356,440 per year

Earned Income: Consultancy, circa £150,000 per year, Events, circa £30,000 per year (gross)

Trusts, Foundations, Lottery: £319,560

Expenditure:

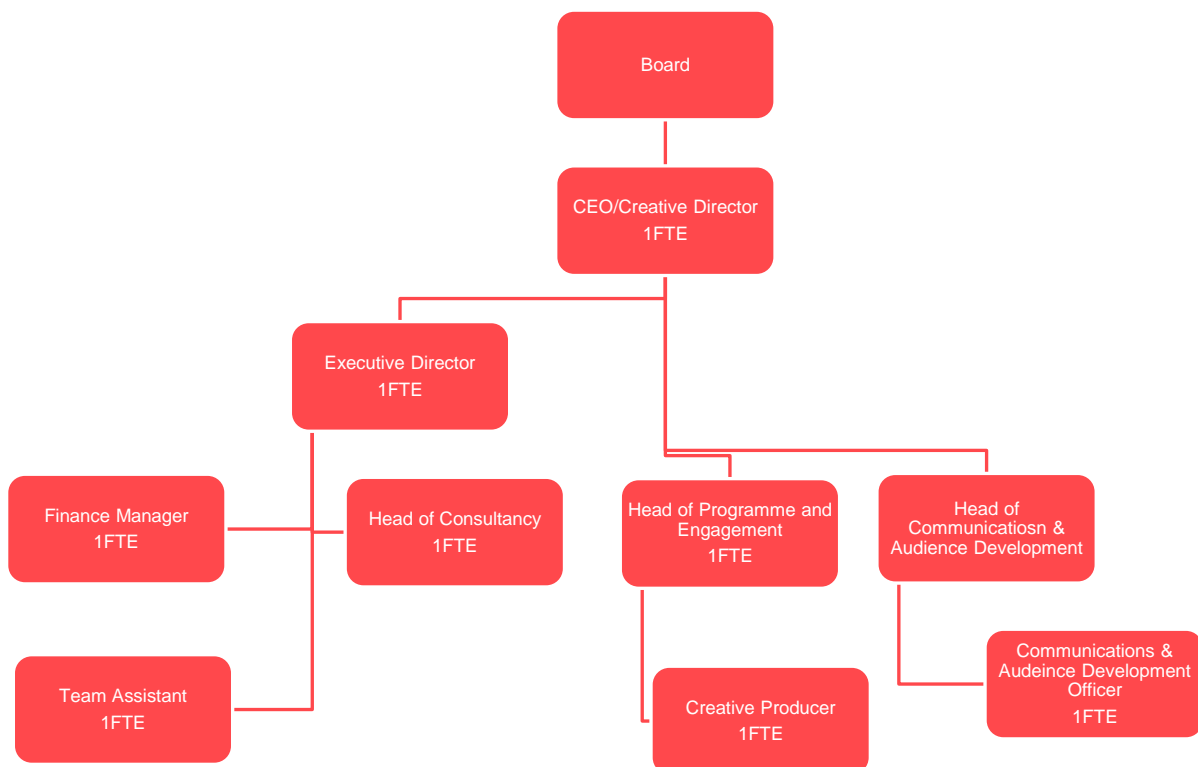
Staff costs: £244,000 per year

Direct Activity: £423,105 per year (festivals, engagement, evaluation)

Overheads: £122,872 per year (rent, audit, marketing etc)

Our turnover in 2023 is projected to be circa £810,000. We make a small surplus which is reinvested back into the charity.

Our staff structure



The Role: CEO / Creative Director

Job description

Job title	CEO / Creative Director
Location	Leicester/hybrid
Working hours	37.5 hours per week
Salary	Circa £50,000
Reports to	Art Reach Chair
Responsible for	Executive Director, Head of Programme and Engagement, Head of Communications and Audience Development, Head of Consultancy
Holidays	25 days annual leave + 8 days bank holidays, increasing to 28 days + bank holidays after 2 years continuous service
Purpose	To lead, develop and manage the charity and subsidiary trading company to enable them to achieve their strategic and artistic objectives.

This role is subject to a 6 month probationary period.

All staff working directly with communities and young people will be subject to a DBS check.

CEO / Creative Director

The CEO/Creative Director is the lead of the charity (and subsidiary company), providing visionary artistic leadership for Art Reach; developing and implementing the long term vision and mission, and ensuring the business plan, operations, finance and programme are delivered effectively.

Key responsibilities include:

- Acting as CEO for the company and together with the Executive Director, developing and implementing the long-term Business Plan and annual budgets to ensure financial and operational stability
- Providing strong, inspirational and high-profile creative leadership to enable the company to achieve its artistic and strategic objectives as set out in our current Business Plan.
- Developing long term creative vision and planning to meet our big artistic ambitions for the period 2023-2026.
- Providing vision, mission, programmes and activities which deliver the ambitions of Arts Council England's Let's Create
- Line managing the Executive Director, Head of Programme and Engagement and Head of Communications and Audience Development
- Delivering exceptional advocacy and communications for the company to support income generation (including through new event commissions/new business); fundraising, and maintaining the profile of Art Reach, as well as seeking partnerships and

new opportunities, including in Leicester, the UK and in the European arena (and beyond).

Principal Duties and Responsibilities

Please note these are designed to give you an overall view of the role and this is not a definitive list.

Board

- Regular liaison with the Art Reach Chair and providing timely reports to the Art Reach Board.
- Overseeing (with the Executive Director) the annual budgeting and financial strategy for Art Reach, in consultation with the finance committee and Board.
- Overseeing effective financial management and reporting for the organisation, ensuring all financial controls are fit for purpose (and are followed), liaising with the accountants and auditors, and providing regular board reports.

Leadership

- Building special relationships with key communities of place and kind and ensuring Art Reach builds and sustains new audiences.
- Maximising digital opportunities to enhance the artistic programme, as well as engagement and audience development/reach.
- Leading the Senior Management Team (with the Executive Director) in strategic planning for the organisation. Working with them to maintain the quality of delivery and ensuring the financial and operational stability of Art Reach - developing and implementing the long-term Business Plan and annual budgets to ensure financial and operational stability.
- Ensuring that an effective and inspirational team approach is maintained and that Art Reach team members are encouraged to be creative and imaginative, to maximise their skills and to have ongoing opportunities for professional development.

Artistic Programme

- Leading (with Head of Programme and Engagement) the design and delivery of the artistic programme of the company- including overseeing and supporting the curation and delivery of JFI and Re/action Festivals and our partnership programme with Counterpoints Arts.
- Ensuring that evaluation and learning from activities and programmes is highly effective; providing a path to improvements
- Overseeing the implementation of Art Reach's Artistic Policy including maintaining quality connections with diverse artistic and community organisations, companies and practitioners/professionals, and ensuring Art Reach remains artistically innovative and forward thinking.

Consultancy

- Supporting the consultancy work of Art Reach (with Executive Director), including direct input into delivery of key consultancy projects and delivering direct consultancy work as required to ensure income targets are met.

Communications and Advocacy

- Being the voice of Art Reach and increasing the company's profile. Leadership of large-scale creative projects.
- Supporting the Head of Marketing/Audiences to design the marketing and promotional strategies of the programmes in line with the creative vision.
- Working with the Executive Director to support the development of new business, including event commissioning contracts and creative consultancy. This includes playing an active role in fundraising and strategic partnership development, including arts and screen funding bodies, research partners, sponsors and philanthropists.
- In partnership with the Executive Director acting as Primary Representative of the company for ACE.
- Attending UK and international network events, meetings and conferences, as appropriate to effectively promote and advocate for Art Reach.

Finance and funding

- Jointly with the Executive Director, co-creating and implementing the overall fundraising strategy for the organisation. This may include developing proposals and responding to fundraising opportunities including preparation of large-scale, multi-year organisational funding bids, with support from team members who are leading on income generation.
- Maintaining an overview of the organisation's finances; setting and approving budgets and working on financial reporting in conjunction with the Executive Director.
- Jointly leading (with Executive Director) on financial planning, management and reporting, including driving the creation of overall annual budgets and cash flow.
- Leading jointly with the Executive Director on income generation for the organisation. This includes creating and implementing overall fundraising strategy, developing proposals and responding to tenders and fundraising opportunities including preparation of large-scale, multi-year organisational funding bids, and supporting team members in developing and delivering funding bids
- Oversee requirements of funders including reports, collecting and providing data as required. Collecting information (in liaison with Art Reach staff) required for Arts Council England NPO and other funders. Lead on relationship with Arts Council England.

This is a description of the main duties and responsibilities of the post at the date of production. The duties may change over time as requirements and circumstances change. The person in the post may also have to carry out such other duties as may be necessary from time to time.

Person specification

Knowledge

- A good understanding of organisational business planning and demonstrable track record of fundraising
- Strong leadership and team building/motivation skills that can be evidenced through previous roles, including management within an arts organisation
- Understanding of evaluation and other reporting requirements of funding bodies, especially Arts Council England

Skills and abilities

- Strong and effective advocate with wide networks in the cultural sector and ability to build and successfully manage partnerships
- Enthusiasm for Europe and partnership working
- Excellent communication, presentation and interpersonal skills
- Impeccable writing skills and ability to articulate clearly and effectively
- Evidence of ambition and drive; willingness to commit to the necessary hours to fulfil the ArtReach vision and the ability to work under pressure
- Confident, friendly and sensitive approach to working with others, including those from different cultures and backgrounds
- Full driving licence

Experience

- Strong evidence of artistic and cultural vision
- Proven track record in preparing, implementing and managing complex budgets
- Evidence of successful working with a Board of Trustees
- Passionate commitment to, and experience of diversity and engagement in the arts
- Excellent track record (minimum 3 years) of developing and delivering arts and cultural programmes
- Experience of delivering or engagement with Outdoor Arts
- Excellent track record of digital programming and audience development
- Proven project management skills
- Experience of developing and implementing business plans

Desirable

- Experience of successful tendering and/or consultancy
- Excellent understanding of place-making through arts and culture; local knowledge of Leicester
- Experience of developing effective partnerships with regional authorities e.g. city/region mayors, Local Enterprise Partnerships etc. and/or other public bodies such as local Health Trusts and Universities.

How to apply:

Before applying, please ensure you have read the application pack.

To apply, please send the following documents to hello@artreach.org.uk :

1. An Application Form: <https://tinyurl.com/4sxek2pd>
2. Your CV
3. Online Equal Opportunities monitoring form – <https://tinyurl.com/3nyf74h5> This is submitted separately to your application and will be used for statistical monitoring purposes only.

We are happy to accept applications in alternative formats from applicants who, for reasons of disability, may find it difficult to fill in our standard form.

Alternative formats

Please return:

1. Written word document or video/audio answers to the Application Questions
2. Written word document or video/audio answers to the Equal Opportunities form.

Please let us know if you require information in an alternative format.

Closing date for applications: **5pm, 1 May 2023**

First stage interviews are planned for **12 May 2023**, and second stage interviews for **16 May 2023**.



Journeys Festival International 2022