

# – Culture – Central –

## CULTURE CENTRAL

### DIRECTOR

### Job Description & Person Specification

#### Background:

Culture Central is the membership-based organisation created to help build a sustainable and resilient arts and cultural ecology and economy to play an active role in the success of the city and beyond. Originally formed by Birmingham's 14 major arts/heritage organisations but now enjoying a much wider membership from organisations and individual artists, Culture Central is a leader and a collective voice for Arts and Culture in the City region. It drives cultural strategy with an ambitious, inclusive and relevant vision for the role of the arts and artists in society. It acts as a catalyst for generating radical new approaches to investment and sustainability. It brokers partnerships, supports arts organisations to develop audiences, attracts resources and investment, promotes opportunities for learning and participation and nurtures employment opportunities for regional artists and creatives.

#### Purpose of the Post:

This is a unique and exciting opportunity to significantly influence and lead the cultural development of Birmingham and the wider region at an exciting time as we prepare to host the Commonwealth Games 2022.

The Director will help shape, set and deliver Culture Central's plans through harnessing the shared sense of vision, enthusiasm and commitment demonstrated within its broad membership.

We are looking for an experienced and dynamic individual to build upon Birmingham's strong and vibrant cultural offer by identifying and developing strategic opportunities for growth and diversification.

The Director is one of only 2 paid permanent posts within Culture Central and, as such s/he needs to be self-motivated and self-sufficient. The Director reports to the Chair of Culture Central's board.

#### Main Responsibilities of the Post:

##### Leadership and Direction

Contribute to leadership and direction for Culture Central as the overarching organization representing and leading the not-for-profit cultural/heritage sector in the city-region, including guiding policy, recommending priorities and overseeing major initiatives

Work with the membership to create and deliver Culture Central's rolling programme of strategic plans and associated activities

Identify and pursue opportunities for new strategic collaborations across Culture Central's membership

Report regularly to Culture Central's board and wider membership, providing advice and timely and accurate information regarding progress towards the delivery of the agreed aims and targets

Set up, manage and monitor the work of agreed board sub-committees and/or working groups of the wider membership designed to help identify new collaborative projects and deliver agreed projects

Work with the membership to identify specific areas of sector support and facilitate their delivery.

#### Advocacy and Communication

Act as champion for the role, value and impact of Culture Central, its constituent members and the wider cultural/heritage sector in Birmingham at regional, national and international levels, including through building a strong evidence base.

Lead on the co-ordination of Culture Central's responses to key city, regional or national events

Act as the primary point of contact for the not-for-profit cultural/heritage sector in the city

Work with all partners involved in promoting the city-region to ensure that the city's strong cultural offer is at the heart of marketing activities

Work with senior colleagues in the wider business, education and public sectors of the city-region to ensure that they are fully aware of the work of Culture Central and its members and that appropriate opportunities for partnerships are fully exploited

Identify and pursue investment opportunities for the city's cultural offer as a whole.

#### Fundraising

Identify and pursue potential new sources of funding for Culture Central's work from private, public and/or voluntary sectors

Actively seek expansion of Culture Central's membership base

Research and introduce other income generation schemes appropriate to the aims and ambitions of Culture Central;

#### Management

Create, manage and oversee the financial and administrative systems necessary for Culture Central to carry out its work in an efficient and fully compliant manner

## **Person Specification:**

### Experience

Five years or more experience of work at a senior level in at least one domain of the cultural/heritage sector

Experience of developing strategy and the successful transformation of that strategy into reality

A track record of success in brokering and delivering large-scale, diverse and complex projects and partnership initiatives in the cultural/heritage sector

Experience of working to a Board and/or a membership-based organisation

A track record of success in fundraising from public, private and/or voluntary sectors

Experience of advocacy at a senior level, including working with PR, media, tourism or destination marketing organisations

### Skills, knowledge and abilities

Ability to provide visionary, creative and adaptive leadership

Ability to inspire trust and confidence amongst diverse stakeholders and communities of interest

Demonstrable commitment to inclusive practice.

An enthusiasm for working through other people and achieving success indirectly

Excellent inter-personal and team working skills and proven ability to form partnerships and motivate and enthuse others

Excellent verbal and written communication and presentation skills and the ability to communicate complex ideas and issues to a variety of audiences

Ability to manage budgets and to adhere to the highest standards of public accountability

Knowledge and understanding of contemporary cultural policy issues and the inter-relationship between culture and health and wellbeing, economic development, place-making, sustainability, education and lifelong learning, diversity, community engagement and the visitor economy

Knowledge and understanding of the strategic issues faced by the public, private and voluntary and community sectors in a city context and an awareness of the arts and culture as a tool for transformation

Self-motivated and ability to work alone

Excellent IT skills, including the use of word processing, PowerPoint, spreadsheets and graphics software