

# Sydenham Arts.

## MANAGING DIRECTOR ADVERT, JOB DESCRIPTION AND PERSON SPEC

Sydenham Arts is looking to recruit an experienced Managing Director to run our arts charity based in SE London and to steer our organisation through a crucial period of consolidation and growth.

Over the last 18 months Sydenham Arts has evolved from mounting an annual summer Festival to offering a year-round multi-arts programme. Next year, from our base in Sydenham, South East London, and working in partnership with local musicians and artists, we will roll out an exciting programme including classical music, film and visual arts. Alongside these events we will bring outreach workshops into local schools and care homes, and collaborate with local health services to offer movement and dance to people with Parkinson's Disease.

At this crucial time in our evolution, we're looking for an experienced, diligent organiser to lead and manage this programme, seek out and develop new projects and partnerships and direct the day to day running of the company, working alongside the Board of Trustees and Finance Manager.

This will be a varied position that will ensure the charity's strategic programmes are delivered efficiently and to the highest standard. You will manage company operations and oversee administration, manage the planning and delivery of our professional arts programme, lead outreach to our audience, volunteers and supporters, work with the Finance Manager in keeping management accounts and cashflow budgets up to date, and develop reports and presentations for the charity Trustees, funders and partners.

You will join us at a time of consolidation and growth, developing this role to support the sustainable functioning of the organisation into the future.

**Employment type:** Freelance contract for 9 months, renewable subject to funding

**Remuneration:** £29,120 pro-rata (£16 ph)

**Hours:** flexible hours up to 65 per month, with occasional evening and weekend work required. Holidays by arrangement (unpaid).

**Work location:** Sydenham Arts office is at the Sydenham Centre, 44A Sydenham Road, London SE26 5QX. Occasional travel around South East London may be required.

## **Managing Director - Job Description**

Reporting to: the Board of Trustees through the Chair. 1:1 Meetings monthly with Chair.

Responsible for: Part-time Administrator, Social Media Manager, Graphic Designer, and volunteers

Other key relationships: Finance Manager, Members of the Board of Trustees.

### **Scope**

Managing all aspects of Sydenham Arts while providing leadership and direction to its staff and volunteers, information to its Board, and direction to its contracted artists, performers and consultants. This will include liaising with other bodies as necessary to further the objects of Sydenham Arts, leading in the planning and execution of Sydenham Arts' calendar of events, devising funding applications, and the timely, effective and accurate completion of reporting procedures and record keeping. Devising plans and funding applications for future programming. Sydenham Arts is a small team and this post involves short periods of lone working out of a small office on the first floor of a building with a lift. In addition, the role is broadly 70% office based and 30% out and about (event and outreach duties including physical set up and close down of events).

### **Responsibilities**

**Artistic Programming and Event Delivery** Plan and manage Sydenham Arts' current programme of events and oversee all aspects of event management including:

- budgeting and ensuring that costs are rigorously controlled
- liaising with partners, artists and their agents as appropriate
- booking venues and arranging technical equipment as necessary
- ticketing, publicity, marketing, advertising
- licencing, bar etc, risk assessment and management
- volunteer training and supervision

### **Fundraising and Income Generation**

- Ensure that the targets for fundraising from trusts, businesses, individual givers and events are pursued, engaging directly with sponsors and donors as required.
- Ensure that maximum realistic income is derived from commercial and trading activities, including ticketing, advertising and event catering.
- Manage our database of donors and supporters to ensure regular and timely reporting, and to make sure they're kept up to date with our work.
- Work with the Board to provide clear project designs for bids and applications, researching fundraising opportunities and writing bids as required.
- Prepare formal reports for funders, understanding and incorporating their financial reporting requirements.

## **Leadership and Management**

- Provide exemplary leadership, direction and motivation for the organisation, creating an energised environment that will realise the very best from all staff, artistic partners and volunteers.
- Model and champion Sydenham Arts' policies including on diversity; access and equal opportunities; safeguarding; data protection; environmental sustainability; and health & safety.
- Implement and maintain clear and effective office management, HR and monitoring systems.
- Develop and manage freelance staff, supplier and partnership contracts, including liaison with our landlords, London Borough of Lewisham.

## **Governance**

- Liaise regularly with the Chair of the Board of Trustees as the initial point of accountability.
- Consult with, advise and report to the Board on a regular basis, attending Board meetings.
- Produce reports and draft programmes ahead of contractual commitments for Board scrutiny.
- Work with the Finance Manager on keeping management accounts and cashflow budgets up to date, collating, preparing budgets for bids, verifying and submitting invoices and receipts, creating and sending invoices.
- Support the Board and Finance Manager in ensuring compliance with statutory bodies including the Charity Commission.

## **Advocacy and Representation**

- Ensure the Sydenham Arts brand and our programme and values are effectively communicated to the Board, staff, sponsors, patrons, supporters, artists, press, audiences and other stakeholders, including through regular email newsletters.
- Actively raise the organisation's profile, acting as the main artistic voice for Sydenham Arts and working closely with the Board on advocacy and communications, representing the organisation at meetings, public functions and in media interviews as required.

The Managing Director may be required to perform duties outside of this brief as is operationally required and at the discretion of the Board.

## **Person Specification**

### **Essential competencies**

You should have...

- 2 years experience in a similar role
- a passion for the arts, good knowledge of the UK arts industry and a commitment to community inclusion
- excellent organisational and administrative skills – demonstrating attention to detail and the ability to deliver a quality service at pace
- be familiar with most MS Office products and Mailchimp, Eventbrite, Local Giving and WordPress

- proven ability to successfully manage events and project plans
- have experience of writing funding applications
- have experience of producing written reports and data reports for funders
- a strong track record of building and managing strong relationships with a range of key stakeholders (both professional and volunteer delivery partners)
- excellent written and verbal communication and influencing skills
- experience in leading strategy for social media campaigns eg. programming and fundraising
- a pro-active, personable and diligent approach to your work and a commitment to your own professional development and that of the people you manage

### **Desirable**

It's not essential, but it might be helpful in the role if you:

- have experience of working in or with community organisations and/or local charities.
- experience of managing individual giving and corporate sponsorship

### **Application process**

To apply, please send your cv plus a covering letter (no more than 3 sides of A4) setting out how you meet the essential and desirable elements of the person specification and email, together with a **Personal Detail and Declaration form** and **Equal Opportunities Monitoring form** [trustees@sydenhamarts.co.uk](mailto:trustees@sydenhamarts.co.uk)

**Application Deadline:** 20 January 2020

**Interviews:** 28 - 30 January 2020

Start date: 17 February 2020 (subject to references and satisfactory DBS clearance)

### **Equal Opportunities**

Sydenham Arts strives to promote Equal Opportunities and we encourage applications from all sections of the community. Applicants are encouraged to complete an **Equal Opportunities Monitoring Form**, which forms a part of the recruitment pack. This will be kept separately from your application.

**About Sydenham Arts** Sydenham Arts is a registered charity providing arts activities and events all year round from our permanent home and performance space at the Sydenham Centre. Our mission is to 'provide, promote and advance the Arts' for the benefit of the community in Sydenham and South East London'. We are committed to providing a platform for emerging, local artists as well as bringing in high quality, established artists to the area. Between 2009 and 2018 we staged annual festivals in July, embracing every art form. In 2018 we moved from running an annual festival to year-round programming and in 2019 have delivered 38 multi arts events, including outreach in schools, care homes and hospices.

## **Our Vision**

- To bring high quality arts to new audiences;
- To nurture, develop and provide a platform for established and emerging artistic talent;
- To provide a voice for new writing and bring it to 'market';
- To provide affordable or free participatory arts activities to those who would not usually have access to them;
- To strengthen community cohesion and contribute to the regeneration of the locality;
- Support local economy especially indigenous businesses such as Ignition Brewery through the sale of beer at all our events, creative partnership and supporting volunteering, skills development and employment opportunities

**What we do** We embrace every art form: music (all genres), dance, poetry, spoken word, visual arts, children's events, workshops, comedy, film and theatre.

We bring big names to a small suburb: *Ayesha Hazarika, Boo Hewerdine, Kathryn Williams, Romeo Stodart, Deanna Rodger, Benjamin Zephaniah, Roger McGough, Sir Andrew Motion, Jill Jackson, Vanessa Kisuule, Michele Stodart, Arthur Smith, David Mills, & Dean Atta.*

*We work with partner organisations: enSEmble26, Ignition Brewery, Sydenham Garden, Youth First (formerly TNG Youth Centre), Exploding Whale, Kirkdale Bookshop, Seniors, Adamsrill & St Bartholomew's Primary Schools, Sydenham High, Sydenham School, Forest Hill Boys, Sydenham Society, St Christopher's Hospice, Westwood Care Home, Castlebar Care Home, Friends of Mayow Park, Brown & Green Cafe, Sydenham Community Library, The Brit School, SEE3 Portas Pilot, Gems Performing Arts, The Poodle Club and Montage Theatre Arts.*