**Information for Applicants**

**Programme Director**

**Freshly Greated**

**Great Yarmouth Creative People & Places**

**Hours:** 37 hours per week

**Contract:** Funding to 30th November 2023 (with potential for extension)

**Starting salary:** £38,813 per annum.

**Base:** Drill House, Sea Change Arts, Great Yarmouth

**Holiday entitlement:** Starting at 25 days per annum, increasing with length of service up to 28 days per annum (pro rata for part time employees), plus designated bank holidays (pro rata for part time employees).

**Pension Scheme:** Contributory scheme in place

**DBS Check Required:** No

**Closing date: 12 noon, 10th December 2019**

**Interview date: 16th December 2019**

Voluntary Norfolk aims to promote equality of opportunity and welcomes applications from diverse candidates with the right mix of talent, skills and potential.

We will collect and process the personal data you provide on this application form and any other supporting documentation you submit in order to administer the recruitment procedure for the above role. Further information can be found in our *Privacy Notice for Job Applicants*, which is available on our website [www.voluntarynorfolk.org.uk/about/privacy-policy](http://www.voluntarynorfolk.org.uk/about/privacy-policy)

Applicants are specifically advised to refer to both the job description and the person specification when completing section 6 of the application form. Applicants are asked **not** to attach a CV to their submitted application form, or to enclose copies of references.   
  
For further information about this post please contact Lucy Hogg, Head of Communities on 01603 883819 or [lucy.hogg@voluntarynorfolk.org.uk](mailto:lucy.hogg@voluntarynorfolk.org.uk)or Joe Mackintosh, Chief Executive, Sea Change Arts on 01493 745458 or [Joe@seachangearts.org.uk](mailto:Joe@seachangearts.org.uk)

Please return completed applications to: Julia Creusson, Resources & Facilities Manager, Voluntary Norfolk, St Clements House, 2-16 Colegate, Norwich, NR3 1BQ

Or by email to: [hr@voluntarynorfolk.org.uk](mailto:hr@voluntarynorfolk.org.uk)

*Please be advised that only applicants shortlisted for interview will be contacted.*

Thank you for the interest you have shown in this post, we look forward to receiving your completed application.

**An Introduction to Voluntary Norfolk**

**Our Vision**

*Connected, resilient and compassionate communities where people work together to improve lives*

**Our Mission**

* *To enable local people and communities to thrive and reach their potential*
* *To deliver innovative solutions through effective partnerships*
* *To ensure the voices of volunteers and voluntary organisations are represented*

Voluntary Norfolk was started in 1969 as the Norwich Organisation of Active Help (NOAH), a service to match volunteers to voluntary organisations. From this simple model of support, delivered from a caravan that toured the county, we have grown and developed to provide a wide range of services which improve the health, wellbeing, connections, skills and employability of thousands of people in Norfolk each year.

## Support for the Voluntary Sector

We help over 300 grass-roots organisations find the volunteers they need to deliver their services and activities and we support over 2,000 volunteers to find volunteering opportunities, helping them develop skills, knowledge and to make connections in their community. We offer information, training, advice and support to voluntary groups and we have a specialist support service, Momentum, for groups working with young people. We are a voice for the VCSE (Voluntary, Community and Social Enterprise) sector, promoting the activities and impact of charities and community organisations while raising awareness of wider issues affecting our sector.

## Volunteer Services

We deliver and develop volunteer services for Clinical Commissioning Groups, Norfolk County Council and other health and social care providers to help address social and healthcare challenges including an ageing population and physical, digital and social isolation. We directly recruit and manage over 700 volunteers who undertake a variety of roles in healthcare and community settings, helping people manage long-term health conditions, providing a support role to healthcare professionals and transporting people to and from hospital appointments.

## Health & Social Care Services

Voluntary Norfolk delivers and manages health and social care services in partnership with community and voluntary groups and public and health care bodies. We are the lead partner in the Carers Matter Norfolk service and its sister service for Young Carers and Families providing practical and emotional support for Norfolk’s 100,000 unpaid carers. We also lead the Better Together service which addresses the health impacts of loneliness and social isolation. In April 2019 we took over the management of Norwich’s SOS Bus which looks after the health, wellbeing and safety of people visiting Norwich’s pubs and clubs on Fridays and Saturday nights.

## Community Development

In partnership with community and public sector organisations, we work with local residents to improve their health, wellbeing and employability, harnessing their strengths, skills, interests and passions. We are one of the main partners in Neighbourhoods that Work, led by Great Yarmouth Borough Council, which works with residents, communities and partners to increase community resilience. In Norwich we run aDigital Inclusion programme which enables residents to develop the skills, capabilities and confidence to access online services, support and activities. We have recently been awarded funding to lead another partnership in Great Yarmouth, *Freshly Greated, which* aims to increase engagement with the arts among groups of people who are currently least likely to get involved as either audiences or creators.

## Employment & Skills

Our Employment & Skills Team support those who are furthest from employment, helping them make the most of their skills and strengths and to take advantage of employment, volunteering and training opportunities. As part of the Norfolk Community College they offer 1-2-1 mentoring, training, volunteering and work placements, as well as specialist support and advice around wellbeing, debt and benefits.

## CBR Business Solutions

CBR Business Solutions is the trading arm of Voluntary Norfolk, providing HR services, DBS checks and Payroll services to over 200 charities and businesses across the country. Operating profits from CBR Business Solutions provide a vital source of unrestricted income for Voluntary Norfolk helping us carry out our work supporting people and communities across Norfolk.

We employ over 70, mainly part-time, members of staff, working in locations across Norfolk. Our turnover is in excess of £2million per annum with funding coming from public sector, health and statutory bodies, from grants, membership fees and from our traded services.

Voluntary Norfolk is a Registered Charity (number 1112017) and a Company Limited by Guarantee (number 5616120). We have an elected Board of Trustees and our Chair of Trustees is John Archibald, Chief Strategy Officer and Executive Board Director of Flagship Group. Our headquarters are located at St Clements House, 2-16 Colegate, Norwich, NR3 1BQ. [www.voluntarynorfolk.org.uk](http://www.voluntarynorfolk.org.uk)

**Background to Freshly Greated**

*Freshly Greated* is Great Yarmouth’s Arts Council England funded Creative People and Places (CPP) programme, it aims to increase engagement with the arts among groups of people who are currently least likely to get involved as either audiences or creators. Compared to the national average, Great Yarmouth has a significantly lower proportion of people engaging with the arts more than three times per year (33% compared to 44%), equating to 11,000 people. Low participation rates can be due to affordability, accessibility, language or cultural barriers or the fact that some people feel arts ‘is not for them’.

*Freshly Greated* will involve local people from the start as programmers, creatives and arts leaders and ultimately as audiences. The project will be led by a consortium made up of Voluntary Norfolk, SeaChange Arts, Creative Collisions, Jays UK Ltd and Great Yarmouth Borough Council who bring a wealth of expertise, knowledge and experience of community arts and neighbourhood projects in Great Yarmouth, as well as a driving passion to make arts more accessible.

The Programme Director will be employed by Voluntary Norfolk, the lead accountable body and lead partner for the Consortium. You will be a collaborative leader able to influence and instigate long term change in Great Yarmouth. You will be able to work across the arts, public and private sector, have a well-founded knowledge of artists working across the UK today, be driven by diversity and have a passion for involving communities in the creation and curation of their own cultural offer.

**Job Description**

**Job Title: Programme Director**

**Responsible to: Head of Communities**

**Main Relationships:**

Arts Council England, *Freshly Greated* Consortium partners, SeaChange Arts, Creative Collisions, The Jays and Great Yarmouth Borough Council, delivery partners, artists, local groups and communities, Voluntary Norfolk staff, volunteers and members of the public.

**The Role:**

The Programme Director will lead the Freshly Greated programme, working closely with the Freshly Greated Consortium, Arts Council England (ACE) and the local community. The Director will manage a small staff team consisting of a Programme Producer and Assistant.

**Main Purpose of the Job:**

* To provide leadership of the Freshly Greated CPP project.
* To manage the implementation of the programme with creativity and commitment to Freshly Greated’s aims and objectives.
* To develop key partnerships in Great Yarmouth and beyond that will support the sustainability of the project.

**Main Tasks:**

* To facilitate a strong creative offer for *Freshly Greated* through the programme strands identified, a programme that offers great new creative and cultural experiences with, by and for the people of Great Yarmouth
* Build strategic partnerships with a wide range of stakeholders across the arts, cultural, charitable, public, private and statutory sectors to secure sustainable strategic and financial support and widen the creative offer in Great Yarmouth.
* Lead on developing strategies for raising partnership funding from earned income, business, Trusts and Foundations and other public avenues
* Oversee and contribute to developing strong working relationships with local and national artists and arts organisations
* Oversee and contribute to strong working relationships with community leaders and community groups in Great Yarmouth
* Oversee the approach to developing and embedding an action research approach into the programme evaluation mechanisms
* Lead on the relationship with Arts Council England with responsibility for ensuring that the programme meets the delivery and reporting conditions required in an accurate and timely manner
* Lead on the relationship with Great Yarmouth Borough Council and play an active part in cultural regeneration forums
* Develop new and grow existing audiences for creative projects and events working with the Communications Manager to achieve this
* Encourage and enable collaboration with Voluntary Norfolk colleagues particularly utilising best practice around volunteering and reaching new community partners
* Work collaboratively with the CPP network nationally and internationally, identifying opportunities for joint commissioning, touring, and information exchange
* Recruit and manage project staff, volunteers and freelancers, ensuring that adequate supervision, support and training is provided
* Work with the Consortium to establish an evaluation framework and lead the relationship with any evaluation partner through effective monitoring and data collection
* Work with the *Freshly Greated* consortium, local residents, local arts partners and *Freshly Greated* Critical Friend to ensure that learning from the programme is captured and shared, both locally and as part of the national CPP programme
* Manage project budgets, and work alongside Voluntary Norfolk to manage management accounts and cash flow
* Take overall responsibility for ensuring that all programme activity complies with current legislation including (but not restricted to) Equality, Health & Safety, Safeguarding and insurances
* Ensure the Consortium has quarterly meetings and appropriate reporting is provided and they are able to engage actively with the programme
* Represent the project externally through speaking engagements and participation in local and national forums

**All Voluntary Norfolk Post holders are responsible for:**

* Working to the policies of Voluntary Norfolk.
* Promoting equal opportunities and respecting diversity within all aspects of their work.
* Complying with Health and Safety regulations.
* Carrying out additional duties where appropriate, which may be allocated from time to time by the Chief Executive.

**Personal Specification**

**(E**ssential**/D**esirable

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| --- | --- |
| Experience and Qualifications |  |
| Demonstrable management experience at senior level in an arts or cultural organisation | E |
| Proven experience of directly working with communities to develop and deliver a creative programme or overseeing this activity | E |
| Project and production management experience, including management of performing arts events | E |
| Proven ability to develop and manage successful stakeholder relationships and complex partnerships | E |
| An in-depth understanding of and commitment to audience engagement including experience of delivering outstanding participatory projects | **E** |
| Proven ability to raise funds from a variety of sources and to develop and implement fundraising strategies | **E** |
| Excellent understanding of the development of marketing and audience development strategies even if you have not led these yourself | **E** |
| Excellent financial planning and management skills with experience of managing large project budgets (min. £250K) | **E** |
| Demonstration of sound and entrepreneurial business acumen that will grow sustainable income streams | E |
| Experience and understanding of monitoring and evaluation processes including effective data collection, analysis and reporting | E |
| Proven commitment to equality of opportunity in the delivery of arts and cultural projects and understanding to ACE’s Creative Case for Diversity | E |
| Experience of line management and coordinating project teams including both salaried, freelance, partners and volunteers | E |
| Skills and Knowledge |  |
| Excellent written and oral communication skills along with the ability to inspire others in a variety of settings | **E** |
| Understanding and experience of action research projects preferably in an arts or cultural context | **D** |
| Knowledge of UK arts landscape – professional networks, artists and organisations | **E** |
| Excellent digital skills and understanding of digital strategies for reaching new audiences | **D** |
| Attributes |  |
| Self-motivated and enthusiastic with the ability to work on own initiative | **E** |
| A good team player with a willingness to be flexible and adaptable | **E** |
| Creative thinker with the ability to motivate others | **E** |
| Highly organised and able to prioritise workloads and competing deadlines | **E** |
| Flexible approach to problem solving | **E** |
| Other requirements |  |
| Full driving license | D |
| Ability to work unsocial hours | E |