



Candidate *Brief*

Development Director
Absolutely Cultured

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Photo credit Dominoes ©Tom Arran

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Background

Absolutely Cultured, built on the foundations of the company that delivered Hull's momentous year as UK City of Culture 2017, is a vibrant, progressive, innovative organisation which is producing a cultural programme that continues to surprise and engage the citizens of Hull and the surrounding areas. A charity formed out of the legacy of 2017, Absolutely Cultured demonstrated, in 2018, the quality and value of what it can achieve through major events, the programming at Humber Street Gallery, its many interventions with schools and other community groups and through the development of its volunteer programme. It is an organisation which is providing opportunity, excitement and impact and which is now poised to deliver more as Absolutely Cultured raises its game and secures its longer-term sustainability and its place on the national and international stage.

The core purpose of Absolutely Cultured is to put culture at the heart of Hull's ambition and aspirations, we commission and produce a high quality, surprising and imaginative programme of cultural events which is accessible to all. It works independently and in partnership with other organisations across the City and beyond to cement Hull's reputation as a centre for creativity and culture. Events are planned to inhabit and animate Hull's incredible outdoor spaces, working with artists who create work which connects people and communities and through partnership with national organisations brings significant events to the City.

Examples in 2018 include:

- The staging of Dominoes by Station House Opera, using over 12,000 breezeblocks where 450 volunteers worked alongside the team to install the incredible structures that attracted an audience of 30,000 with great feedback from primary schoolchildren involved in the Dominoes school run;
- Urban Legends: Northern Lights, a new winter festival of projection and sound which saw an audience of 60,000 across 4 days with incredible feedback from the public, local businesses, media, volunteers and the community;
- Every household across the city received a copy of the book 'Land of Green Ginger', the seventh and final act of Wanton Wonder;
- Contains Strong Language, the BBC's national poetry and spoken word festival of new writing, returned to Hull in September 2018 bringing over 30 events to the city over 3 days with leading poets and world class spoken artists taking to the stage alongside brand-new voices.



Dominoes ©Mike Meadley



Urban Legends – Northern Lights ©Chris Pepper

In addition, Humber Street Gallery, in the Fruit Market area of Hull, has now become a permanent part of the portfolio of Absolutely Cultured, establishing a leading gallery for contemporary art in Hull and regionally, and, with investment from Arts Council England to secure the programme for this year, has a real opportunity to cement Hull's strong visual arts offering. Nearly 40,000 visitors attended 7 exhibitions delivered in 2018.

Engagement/Volunteer Programme

Hull has also distinguished itself by its award-winning volunteer programme which has been so successful in engaging people right across the city in the renaissance of Hull's cultural assets. In 2018, almost 2,500 volunteers contributed 27,400 hours of volunteering.

Absolutely Cultured will continue to grow, develop and determine the future strategy for this programme which has become part of the fabric of the City, supporting Hull's communities, representing the energy and passion which characterises the cultural life of the City of Hull.

In 2019, new initiatives are being developed, including Generation Hull aimed at embedding the experience of, and right to culture across the City of Hull touching all age groups from 0 – 5 onwards. New partnerships are being developed with Absolutely Cultured acting as a focal point to leverage more impact, creating a difference to the lives of the people of Hull, of the region and to provide inspiration more broadly, through their exemplar initiatives.

Absolutely Cultured is led by its Creative Director and Chief Executive, Katy Fuller. It has a staff of around 30 FTEs and operates on a budget of £3.5m. It benefits from funds both from Hull City Council and Arts Council England but also needs to raise funds itself to maintain its current level of activity. The Board of the charity, chaired by Lee Corner, who is also a member of the Arts Council North Area Council, is committed to the ambition of Absolutely Cultured, to what it can achieve in terms of connecting the people of Hull to an eye-watering arts programme that is relevant to them, as well as attracting wider national and international attention.

It is against this background of far-reaching ambition and excitement that Absolutely Cultured is poised to make two new appointments which will help with its consolidation and future proofing. These roles are that of the Executive Director and the Development Director.

For more information, please refer to <https://www.absolutelycultured.co.uk>



Home Town Story - Friday 28th September ©Tom Arran

The role

Job Title:	Development Director
Reporting to:	Executive Director
Salary:	Highly competitive
Contract type:	Part-time (2 – 3 days a week), permanent
Location:	Hull

The Development Director will be a key member of Absolutely Cultured's Executive Team, working closely with the Creative Director/CEO and Executive Director to provide senior strategic management of the organisation.

The primary function of the role is to lead on, and be held accountable for the strategic direction and implementation of all areas of income generation from sources including public sector funders, trusts and foundations, corporate sponsorships, philanthropic giving and commercial opportunities including co-production models.

The role provides high-level strategic advice and support to the Chief Executive as well as the Absolutely Cultured Board of Trustees.

Responsibilities include

- To provide expert strategic advice and guidance on securing funds and resources for the company;
- To drive forward the fundraising strategy and the team to secure all necessary resources for the operation of the company and its programme of activity;
- With the Executive Director, to set and deliver agreed income targets to ensure that the Company retains a strong financial position at all times;
- To develop and lead relationships with public and private sector funders, trusts and foundations and individuals in the city and across the UK;
- With the Executive Director, to oversee any programme of events to cultivate and maintain relationships with partners;
- To advocate for and promote the organisation, representing the organisation and communicating its aims to key opinion-formers and decision-makers within government, the cultural sector, the business sector and the community.

The person

The successful candidate will have significant experience in fundraising and partnership development, preferably in the cultural sector. They will be able to operate at a strategic level being able to see the bigger picture for Absolutely Cultured and contributing to executive decision-making. They will also be able to provide hands-on guidance to the Development team assisting them in the achievement of their targets.

Skills and Experience

Essential

- Demonstrable track record in raising significant funds from public funders and trusts and foundations
- Demonstrable experience of identifying, negotiating and securing corporate sponsorship and individual giving
- Experience of negotiating legal agreements for partnerships
- Experience in managing, motivating and developing a team;
- Excellent influencing and stakeholder management skills with experience of managing relationships with significant stakeholders, including business, government, arts leaders and elected officials;
- An effective communicator able to sell a vision with enthusiasm and credibility
- Effective presentation and networking skills including public speaking;
- Motivation, commitment, enthusiasm and the drive to create a robust and sustainable organisation;
- Strong inter-personal skills and a team-player, able to work well alongside members of the senior team and the Board.

Desirable:

- A keen interest in the cultural sector and an understanding of the fund-raising context in which Absolutely Cultured operates.



Home Town Story - Friday 28th September ©Tom Arran



Urban Legends ©Chris Pepper

How to apply

To discuss the role and for further information, please contact:

Liz Amos t: +44 (0) 20 3004 4702 m: +44 (0)7841 419 782
e: liz.amos@lizamosassociates.com

or

Debra Young t: +44 (0) 20 3004 4701
e: debra.young@lizamosassociates.com

In making an application, you are asked to submit:

- a comprehensive curriculum vitae (three pages maximum) giving details of relevant achievements in recent posts;
- a (maximum two-page) covering letter that summarises your interest in this post and provides evidence of your ability to match the criteria outlined in this brief – please refer to the criteria outlined in the person specification; and
- a completed Personal Details Form, available from Joanna Kill who can be contacted at: e: joanna.kill@lizamosassociates.com; t: +44 (0)20 3004 4701.

We would prefer to receive applications electronically, and they should be sent to:

Joanna Kill at: joanna.kill@lizamosassociates.com.

All applications will be acknowledged on receipt. If you do not receive an acknowledgement within five working days, please telephone Joanna Kill on +44 (0)20 3004 4701. If you have any questions regarding the application process, please contact Liz Amos (contact details as above).

Please note that neither Liz Amos Associates, nor Absolutely Cultured can be held responsible for the non-delivery or late receipt of applications.

PLEASE NOTE:

Initial interviews are scheduled to take place on **Thursday 4th April 2019**, after which the short-list of candidates for interview will be decided. Interviews for short-listed candidates are tentatively scheduled for **Wednesday 10th April 2019**. Interviews will take place in Hull. Please indicate on your application if you would have any difficulty with attending interviews on these dates.

Appendix 1: Organisation Chart (Proposed long-term structure)



*To be recruited

