



Candidate *Brief*

Executive Director
Absolutely Cultured

January 2019

Contact:

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Photo credit Dominoes ©Tom Arran

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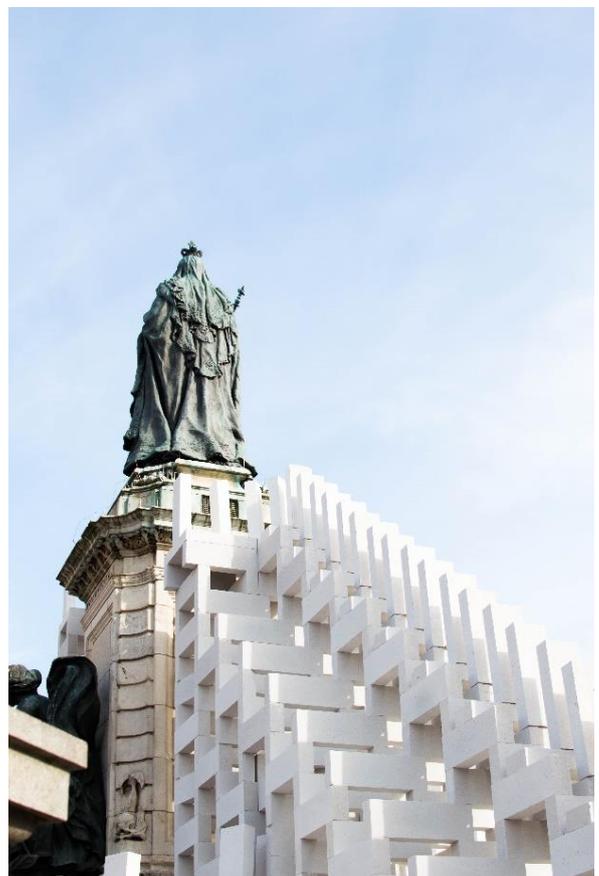
Background

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 of achievements 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 ©Lucy Bedford

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. 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.

New opportunities are being developed, including Generation Hull aimed at embedding the habit of, and right to culture across the City of Hull touching all age groups from the 0 – 5 onwards. This will build on the organisation's commitment to creative education and access to cultural opportunities with all projects carrying a learning and engagement element. New partnerships are being formed 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 initiatives.

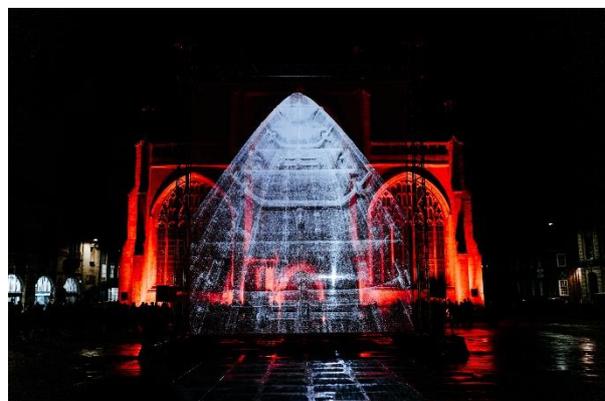
Absolutely Cultured is led by its Creative Director and Chief Executive, Katy Fuller. It has a staff of around 30 FTEs and operates on a budget of £3.5m. It benefits from funds both from Hull City Council and Arts Council England but also needs to raise funds itself to maintain its current level of activity. 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>



Urban Legends – Northern Lights ©Chris Pepper



Urban Legends ©Tom Arran

The role

Job Title:	Executive Director
Reporting to:	Chair of Absolutely Cultured
Salary:	Highly competitive
Contract type:	Permanent, full-time
Location:	Hull

The Executive Director will be a key member of Absolutely Cultured's Executive Team, working closely and collaboratively with the Creative Director and Chief Executive to provide senior strategic management for the organisation. The Executive Director will deputise for the Chief Executive where required and together the two roles will develop and lead a thriving organisation with an ambitious programme of work.

This role will have oversight of the organisation's internal operations and fundraising activity. It will be accountable for the financial management of the organisation, for the corporate functions including HR, legal and business affairs, and for monitoring, evaluation and reporting activity. The Executive Director will also maintain and service some key stakeholder relationships such as that with the City Council and with government. They will also be responsible for delivering best practice, including in the development of staff across the organisation.

Responsibilities include:

Strategic Leadership

- With the Creative Director /CEO, to provide inspirational leadership for the company, ensuring the profile, reputation and success of the company continues to grow within the city and region, as well as nationally and internationally;
- To promote and maintain an organisational culture which values the highest standards in executing the Company's creative vision and in management practice, drawing the very best from a small but committed staff;
- To build and maintain effective working relationships with the Chair and Board of Trustees, strategic partners and stakeholders;
- 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.

Fundraising and Development

- To provide oversight of the work of the Development Department, in implementing the fundraising strategy;
- To set and deliver agreed financial income targets to ensure that the Company retains a strong financial position at all times;
- To oversee any programme of events that cultivate and maintain relationships with partners;
- To oversee and negotiate partnerships and partnership agreements;
- To oversee the preparation and submission of funding and evaluation reports.

Finance

- To lead the Finance function and assume overall responsibility for the Company's accounting, finance and budgeting operations, financial controls, procurement, compliance and the Company's wholly owned trading subsidiary;
- To determine and lead on financial and commercial strategy for the Company providing financial analysis and guidance on all activities, plans and targets, including feasibility analysis.
- To oversee the preparation and presentation to the Board of management accounts, detailed annual budget and cashflow forecasts, production budgets and the measurement of financial and operational performance against targets;
- To provide effective management to the Finance team to ensure all financial information is accurate and timely to inform strategic decisions;
- To ensure that appropriate governance structures and internal control procedures and frameworks are in place that reflect and support the activities of the Company;
- To ensure that all funding reports are made in a timely manner to enable the income projections to be met.



Urban Legends – Northern Lights ©Chris Pepper

Legal and Business Affairs, HR

- To lead and maintain the legal function for the Company, ensuring the delivery of high-quality legal services (either in-house or outsourced).
- To ensure good governance across the Company and maintain compliance with all relevant legislation;
- To determine and implement fully an appropriate and effective procurement policy and system, ensuring that it is compliant with current legislation;
- To oversee the drafting and negotiation of all legal documentation across the Company including funding, production and commercial contracts;
- To lead on and supervise the brand protection function for the Company;
- Working with the Business Director, to oversee the management of the company's human resources, administration and ICT functions and the development of effective policies and strategies, ensuring that appropriate resourcing is in place to deliver the company's strategic plan;
- To lead, develop and monitor the Company's systems of risk management and embed effective risk management within the organisation.

Research and Evaluation

- To oversee all monitoring and evaluation activity for the Company ensuring that the needs of funders and external partners are met;
- To ensure that the Company embeds the learning from ongoing evaluation.



Home Town Story ©Tom Arran



Home Town Story ©Tom Arran

The person

The successful candidate will have the experience and motivation to take responsibility for the functions which provide the critical support to the artistic and cultural endeavour of Absolutely Cultured. They will have good experience in business and financial management. They will bring leadership and relevant skills to fundraising and partnership development. They will be an experienced senior leader, able to demonstrate skill in managing and motivating teams and in influencing senior stakeholders at Board level.

Skills and Experience

Essential

- Excellent leadership, business and management skills
- Experience of supporting non-executive boards and managing relationships with senior stakeholders, from business, government, arts and elected officials
- Significant experience of financial management of large (seven or eight figure revenue projects)
- Experience of negotiating and drafting legal agreements for a range of activities
- An appreciation and understanding of key HR challenges and of developing relevant policies and procedures
- Experience of leading risk management
- Experience in managing and motivating a team
- Understanding of the development and delivery of evaluation frameworks and monitoring and evaluation processes and activity.
- An effective communicator able to sell a vision with enthusiasm and credibility
- An excellent network of current senior industry contacts, in both the arts/cultural and business communities
- Effective presentation and networking skills including public speaking;
- Motivation, commitment, enthusiasm and the drive to create a robust and sustainable organisation

Desirable

- Prior experience in the cultural sector
- A passion for, and understanding of, the arts
- Professional expertise in marketing, communication, digital media, public engagement.

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

Jocelyn Buxton t: +44 (0) 20 3004 4701
e: jocelyn.buxton@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.

CLOSING DATE FOR APPLICATIONS: Monday 18th February 2019 (by close of business)

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 21st March 2019**, after which the short-list of candidates for interview will be decided. Interviews for short-listed candidates are tentatively scheduled for **Wednesday 27th March 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

