



Artrix
Director

Recruitment Pack

February 2018



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Dear Applicant

Thank you for taking the time to consider the vital role of Director of Artrix. The new Director will play a crucial part in helping to shape and direct the charity at a key point in its development.

We have a clear vision of where we want to go and a well proven track record of delivering our artistic work together with a commitment to deliver our work in ways which connect actively with local people. As the rest of this document illustrates Artrix is a success story with a firm and confident platform upon which to build for the coming decade.

There are challenges facing Artrix over the coming years including much reduced public investment and the need to maintain our building and facilities in top class order when it is so very much loved and very well used. There are many opportunities too including demand for our programmes, projects and services; and building on new and emerging artistic, educational and community partnerships. We are keen to expand our vision, to create new partnerships and to drive forward our strategies to achieve this.

Our determination to fulfill our mission will take much of our skill and energy for several years to come. Our new Director will have a key role to play and a great platform from which to begin. Artrix has scored many successes in its 13 years and has evolved to engage with ever more people as audiences and as makers of art. We enjoy a highly skilled and committed staff at all levels. Under the strong guidance of our board and new Director we believe Artrix has every opportunity to reach even more ambitious goals and to continue making a decisive difference over the coming years to the life of Bromsgrove and North Worcestershire.

We hope that this important but demanding role appeals to you and look forward to receiving your application to become the new Director of Artrix.

Yours sincerely

The Board of Trustees / Directors

Please find alongside this letter the following information:

- Background information relating to Artrix
- Job Description
- Person Specification
- Equality and Diversity Monitoring form

This is a demanding role and the board is keen to hear from anyone who has the passion and drive to lead the organisation forward..

If you are interested in applying for the role please complete the enclosed / attached application form detailing your interest in the role and your relevant experience. Please ensure that you address the requirements of the Person Specification as these criteria will be used in the short listing process.

Please also provide contact details for two referees. Referees will only be contacted if you are invited for interview. **Interviews will be held during the week commencing 5th March 2018 in Bromsgrove.**

The deadline for receipt of completed applications is 5pm on Monday 26th February. You may submit your application by e-mail to:

Dorothy.Wilson.Artrix@gmail.com

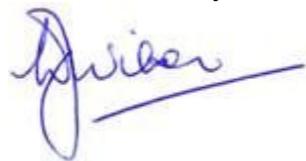
or by post to: ARTRIX, School Drive, Bromsgrove B60 1AX marked for the attention of Dorothy Wilson, Chair

If you have any queries regarding the post please e-mail Dorothy.Wilson.Artrix@gmail.com

Arrangements may be made by email (above) for a telephone conversation with the Chair. Hannah Phillips, outgoing Director, is also available by appointment for telephone conversations. Email: director@artrix.co.uk

All applications will be acknowledged but feedback only offered to those successful in obtaining an interview.

Yours sincerely



Dorothy Wilson
Chair, Artrix Board of Trustees / Directors



ARTRIX DIRECTOR

SUPPLEMENTARY INFORMATION PACK

Introduction

In 2018 Artrix is celebrating its 13th anniversary. Since 2005 Artrix has welcomed over 750,000 visitors to its building in Bromsgrove, staged over 2,400 live events; 4,500 screenings and almost 700 exhibitions making it **a powerhouse for the arts in Worcestershire.**

Artrix's programme is truly diverse, ranging from classical music to folk, to tribute bands, films, comedians, contemporary dance and theatre and visual arts exhibitions. All the work is of a high quality with performances by many of Britain's most celebrated performing artists. Artrix also offers an extensive programme of outreach and participatory activities. Students from the Heart of Worcestershire (HoW) College present their work at the theatre as do many amateur and professional local companies whose advocacy for an arts facility in the Borough was instrumental in the founding of the arts centre.

'Artrix is a hugely important arts centre, not simply because of its cultural significance but because of its social and intrinsic value' Sajid Javid MP, Secretary of State for Business, Innovation and Skills and MP for Bromsgrove.

History

Bromsgrove's vibrant creative community lobbied for years for the establishment of a venue to house the activities of the District's many professional and community arts organisations and to bring the best in touring music, theatre, dance and cinema to the town.

In 2002 Bromsgrove District Council and North East Worcestershire College (now HoW College) jointly agreed to build a new arts centre and award winning architect Glenn Howells and international acoustician Nicholas Edwards were appointed to design a striking and versatile building to give justice to the best in all areas of performance.

In 2005 Bromsgrove Arts Centre Trust signed a 21 year lease on Artrix with the Bromsgrove Arts Development Trust and Bromsgrove District Council undertook to provide financial support for ten years from April 2005.

In January 2005 a Director, Andy Woods, was appointed, followed by a small team of staff and volunteers. The centre opened fully in September 2005.

A wide ranging programme of education and outreach activity was launched in June 2010.

Andy Woods left Artrix in 2014 to pursue a freelance career. An Interim Director, Ros Robins, was appointed in 2014 to work with trustees, staff and volunteers over the past 8 months to refresh the business plan, review the staffing structure, develop fundraising and marketing activity and plan for the recruitment of the next Director. Hannah Phillips was appointed and took up the post of Director in December 2015. Under Hannah's leadership the centre has gone from strength to strength including winning the What's On Award for Best Venue in Worcestershire and increasing audiences to Artrix events by over 10,000 people per year.

Artrix's successes have been many including recent developments during Hannah's tenure as Director, including sell-out Baby Rave events, Drive-In Movies and a Festival of Light lantern parade which drew over 1000 people to Bromsgrove town centre in December 2017.

Hannah has been instrumental in the success of Artrix as a social meeting space in Bromsgrove. Improvements made in the foyer, including free soft play for young children and delicious menu at the cafe have proved popular with young families and pre-theatre audiences alike. The arts centre now has a wide range of courses on offer and this will continue thanks to Hannah's success in securing a new partnership with the prestigious Rose Bruford College and the Foundation in Acting course at Artrix, which will begin in September 2018.

What does Artrix do?

Artrix is committed to presenting a high quality and diverse programme and providing a home for regional artists, organisations and promoters. The organisation continues to be rooted in its local community with a strong volunteering base and is dedicated to cultivating a positive atmosphere where artists, audiences, staff, volunteers and students can develop personally and professionally.

The programme at Artrix is extensive, with performances, live events, cinema screenings and visual arts exhibitions. All of the performances are intended to be of the highest quality with the ability to engage, to entertain and to inspire.

The arts programme is supported by an extensive Learning and Engagement Programme with participatory workshops; a thriving youth theatre, a programme of skills development for young people and a programme of activities for all the family. This work is supported by outreach activity in schools and within the local community.

Partnerships are very important to Artrix, particularly partnerships with local artists and companies including members of Bromsgrove Arts Alive, who hire the venue on a regular basis. Many local artists have also been supported to develop their work here particularly in the Studio theatre which became fully operational in 2010.

Artrix's facilities/resources

Artrix's facilities comprise:

- The auditorium - a versatile space with a seated capacity of 301
- The Studio - used for workshops and as a performing space with a capacity of 90
- Four meeting/dressing rooms accommodating up to 100 in total
- Three exhibition areas in public spaces

Artrix is generally open 14 hours a day, 7 days a week, most days of the year

The building is owned by Bromsgrove District Council with the Bromsgrove Arts Development Trust acting as a holding trust for the building. The Bromsgrove Arts Centre Trust (Trading as Artrix) has responsibility for operating the building under the terms of a lease with the Arts Development Trust which expires in 2026. Under the terms of this agreement the Arts Centre Trust is responsible for the maintenance and fabric of the building and its operation as an arts centre.

The Arts Centre Trust is managed by a Board of Directors (who are also Trustees of the incorporated Charity) drawn from local community plus representation from Bromsgrove District Council and the Heart of Worcestershire College. Artrix employs 21 full and part time staff and a Volunteer Coordinator is responsible for deploying 76 regular volunteers. From 2018/19 Artrix will receive no regular funding from Bromsgrove District Council though project grants support specific time-limited projects. In 2017/18 total turnover is expected to be close to £1m of which approximately 80% was earned income, the remainder being public investment and donations.

Where is Artrix?

Artrix is located in North Worcestershire in the town of Bromsgrove (population 30,000; Bromsgrove District 93,000), a largely rural constituency with a range of residential areas. 96% of the population are White British with 4% from Black, Asian and Minority Ethnic Communities. Bromsgrove town is 16 miles from Worcester and 15 miles from the centre of Birmingham.

The key competition for audiences comes from the Palace Theatre in Redditch with a mainstream programme of theatre, music and some comedy; the Roses in Kidderminster with a predominantly amateur and community programme; the Swan Theatre and Huntington Hall in Worcester with a similar arts programme to Artrix and the Birmingham city arts venues.

What has Artrix achieved?

Over the past 13 years Artrix has achieved a significant amount through its tenacity, commitment and creative vision.

People are at the heart of the organisation whether that is regular volunteers, loyal staff, enthusiastic and talented students or members of the board of Trustees/Directors. The Souvenir Brochure for the 10th Birthday Celebrations in April 2015 saw the Chair describe Artrix's success as follows:

'Artrix really is a jewel in North Worcestershire and it's no surprise that Artrix is a venue sought after for the touring rosters of many of the most celebrated of British performing artists across genres. We also welcome the wonderful, imaginative and engaging activities of Bromsgrove's community based performing groups, its schools, its festivals and its artistic promoters - all of whom have made Artrix their venue of choice and contribute to its success'

- The 2016/17 Annual Review and Accounts form part of this information pack. The report sets out the range, reach and levels of engagement in Artrix's activities. Current programme information may be sourced via Artrix's website www.Artrix.co.uk

STRATEGIC STATEMENT

Vision:

Artrix is an arts centre committed to promoting a high quality, diverse, inclusive and accessible arts and engagement programme for the local community and beyond.

Core Values:

- customer focused
- excellence
- partnership working
- equality and diversity
- arts for all

Mission:

By the end of the next three years we will:

1. Have developed our artistic and engagement provision, ambition and profile
2. Have developed audiences and participants - particularly amongst young people
3. Have diversified and grown our income and resources to secure greater sustainability in the long term.
4. Have developed new strategic partnerships
5. Have developed our use of digital technology to enhance engagement

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PERSON SPECIFICATION - DIRECTOR ARTRIX	
EXPERIENCE	
ESSENTIAL	Indicators
Experience within a senior leadership team of an arts organisation, to include involvement in the development and delivery of an effective business plan	Minimum of three years' experience
Experience of the planning and delivery of a diverse and contemporary arts programme	Evidence of experience of negotiating with agents and contracting artists Evidence of involvement in the delivery of outreach and learning programmes
Experience of effective financial management	Demonstrable evidence of experience in the management of budgets, financial reporting and analysis
Experience of successful fundraising	Demonstrable evidence of having raised funds from the public sector and from Trusts and Foundations
Effective people management and development	Evidence of team leadership and performance management
DESIRABLE	Indicators
Responsibility for earned income generation from a variety of sources	Evidence of experience of generating earned (box office, bars, hires etc) income from a variety of sources.
Involvement in the development and delivery of an effective audience development strategy	Evidence of experience of involvement in audience research, audience development strategies and the development and delivery of effective marketing and PR campaigns
Venue management	Evidence of experience of running a venue open to the public, including the

	delivery of a high standard of customer service.
Partnership working with evidence of effective networking and collaboration	Evidence of effective partnership working with a range of partners including funding bodies, trustees/board members and the education sector.
SKILLS AND KNOWLEDGE	
ESSENTIAL	Indicators
Inspirational leadership and people management skills	The ability to inspire, motivate and delegate effectively
Excellent written and verbal communication skills	The ability to influence, advocate and negotiate
DESIRABLE	Indicators
Administrative and IT skills	Organisational ability and ability to use a variety of software programmes
Good practice linked to Equality Planning and Cultural Diversity in the arts.	Knowledge of the Arts Council's Creative Case for Diversity
Familiarity with the arts funding system and sources of financial support for the arts	Knowledge of Arts Council England funding programmes and Trusts and Foundations
Knowledge of current practice in audience development and fundraising	With particular reference to the use of social media
Knowledge of the HE and FE sector	Particularly a familiarity with the issues around the FE Performing Arts Curriculum



ARTRIX DIRECTOR - JOB DESCRIPTION

The Director of Artrix is both Artistic Director and Chief Executive of the organisation. The Director will be a confident and persuasive leader, and will inspire and motivate artists, staff, audience, donors and other stakeholders. S/he will lead Artrix strategic thinking and planning. S/he will lead the centre with passion, invention and commitment to new levels of artistic achievement. S/he will have the courage and originality to lead the organisation in her / his distinctive way while remaining true to its mission.

Purpose of the post

The Director is responsible for the artistic vision, creative, entrepreneurial and strategic leadership of Artrix.

The Director reports to the board, and is responsible for ensuring the arts centre achieves its artistic, audience and financial objectives

Principal Responsibilities

- To act as Chief Executive - providing strategic leadership through the delivery of the organisation's Business Plan and day to day management to ensure a smooth operation
- To provide artistic leadership of the programme of activity throughout the building, including working with staff and contractors to deliver programmes of participation and outreach activity.
- To be responsible for the development of audiences through the programme and leadership of an effective audience development strategy
- To ensure that the organisation is financially viable and that its income base grows through effective fundraising and income generation from a variety of sources
- To be the lead advocate for the organisation, working closely with the board and Chair, managing and developing external relationships with funders, stakeholders, commercial partners and the local community
- To work with, advise and report to the board to ensure that they are fully informed and able to fulfil their responsibilities.

Key Responsibilities

Artistic

- To provide strong, inspirational and high-profile leadership to enable Artrix to achieve its artistic and strategic objectives within a changing cultural and commercial environment
- To lead and develop artistic policy to create an imaginative programme of high quality performance, cinema, music, comedy, and visual arts
- To seek out, support and work with artists.
- To select, secure and/or approve guest directors, visiting companies, creative teams, actors and other artists
- To develop the widest possible audience for Artrix work and programme
- To lead Artrix Engagement and Outreach team and help it to develop and deliver an inclusive programme.
- To oversee the direction and delivery of Artrix visual arts programme including exhibitions by local artists and cultural producers as well as a range of visual arts educational activities.

Creative and entrepreneurial

- To initiate and develop artistic and educational collaborations and creative partnerships that will support the artistic and business objectives of Artrix and help it achieve its ambitions
- In close collaboration with the senior team and appropriate freelance support, lead, direct and oversee Artrix fund.-raising strategy and foster strong relationships with existing and potential funders
- In collaboration with the senior team lead the broadening and diversifying of Artrix's sources of income including through fund-raising, exploitation of the artistic programme and other opportunities such as capital development.

Organisational and financial

In collaboration with the General Manager and senior colleagues

- To oversee and ensure the effective, responsible and solvent financial management of Artrix including the creation and implementation of business plans, the presentation of comprehensive management accounts and financial reporting and fulfilment of statutory requirements
- To attend and report at meetings of the Board of Trustees and its committees and working groups;

- to ensure the timely preparation of board papers;
 - to communicate appropriate information to the Board on all matters relevant to the discharge of its responsibilities at and between Board meetings;
 - to assist the Board in the discharge of its governance and other responsibilities, and to advise it on artistic matters;
 - and generally to maintain an open and collegiate working relationship with the Trustees and facilitate their engagement, both as a Board and individually, with Artrix and its work
- To ensure staffing structures are responsive to emerging need and conducive to effective team working
 - To maintain the highest level of awareness in theatre, arts and education practice.

Duties

Artistic Programme

- It is expected that the Director will provide a strong artistic vision that meets the ambitions and aspirations of the organisation and that this vision will be delivered primarily through a multi-disciplinary arts programme of high artistic quality, together with a programme of education and engagement that reaches out and involves local people and organisations.
- Working in partnership with local arts organisations and artists the Director will ensure a sense of engagement and ownership and also ensure the provision of support and facilities for artists to develop their practice
- Working in partnership with the Heart of Worcestershire College the Director will ensure that there is a shared vision for the use of Artrix by students and that a range of opportunities for engagement by the students in the professional programme are explored and delivered
- Working with the General Manager the Director will ensure that all contracts are effectively negotiated and administered

Business Development

- It is expected that the Director will develop, implement and monitor the 3 year Business Plan, including the agreement of, monitoring and reporting against appropriate performance indicators

- Working with Communications and Fundraising contractors the Director will develop a fundraising strategy and plan that identifies new funding opportunities, and will oversee preparation of funding bids and maintain good relationships with existing funders
- In order to ensure future financial viability and sustainability the Director will work to develop all sources of income, particularly self-generated income and will oversee management of expenditure
- Working with the General Manager the Director will set and manage annual budgets delegating responsibility, monitoring progress and reporting to the Board

Marketing and Communications

- Working with Communications and Fundraising contractors the Director will develop and deliver an audience development strategy and plan designed to increase audiences and engagement in all Artrix's activities.
- It is expected that the Director will work to raise the profile of the organisation by developing relationships with key stakeholders and in the media. With regard to stakeholder relationships the Director will maintain and develop key relationships with Bromsgrove District Council, Heart of Worcestershire College and Arts Council England
- The Director will ensure that communication works effectively within the organisation supporting the engagement and involvement of staff, trustees and volunteers.
- In order to fulfil the duties as detailed above it is expected that the Director will play a full role in the networks of arts development and cultural strategy in Worcestershire and the West Midlands

Management

- The Director will be responsible for the leadership of all Artrix staff, in particular the line management of the Senior Management team, to ensure that the highest standards of performance are achieved. In addition the Director will ensure that volunteers are supported and well managed.
- In order to ensure effective working it is anticipated that the Director will review and develop all Performance Management and personnel policies and practices and ensure an appropriate programme of staff training is delivered.
- Working with the General Manager and Technical team the Director will agree a plan of capital improvement to the building and equipment and develop a regular maintenance plan.

- The Director will act as the licensee for Artrix (subject to review) ensuring that all statutory and regulatory requirements are met and that the health and safety of the public, staff, students and other users of Artrix is protected at all times.

RESPONSIBLE FOR:

All staff and contractors through senior management team

Equality and Diversity

All staff are expected to further, promote, and ensure the implementation of, the equality and diversity policies of Artrix.

Other

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes in legislation, regulations, orders, rules and working practices, methods and procedures and reviews as directed from time to time.

The role is based at Artrix - regional & national travel will be required.

Hours will be as required and weekend and/or evening work will be required on occasions in line with the nature of the role. Overtime is not payable but time off in lieu of overtime may be requested.

The post is subject to a probationary period of 6 months.

Holiday entitlement is a total of 33 days leave. Artrix is often open on Public holidays which are treated as standard working days.

Artrix will offer an auto-enrolment contributory pension scheme to which the Director will be admitted.

DJW/djw

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