

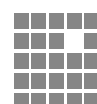


Candidate Brief for the position of

Director

Woolwich Works

February 2023



**Berwick Partners**  
an Odgers Berndtson company

## Company Overview

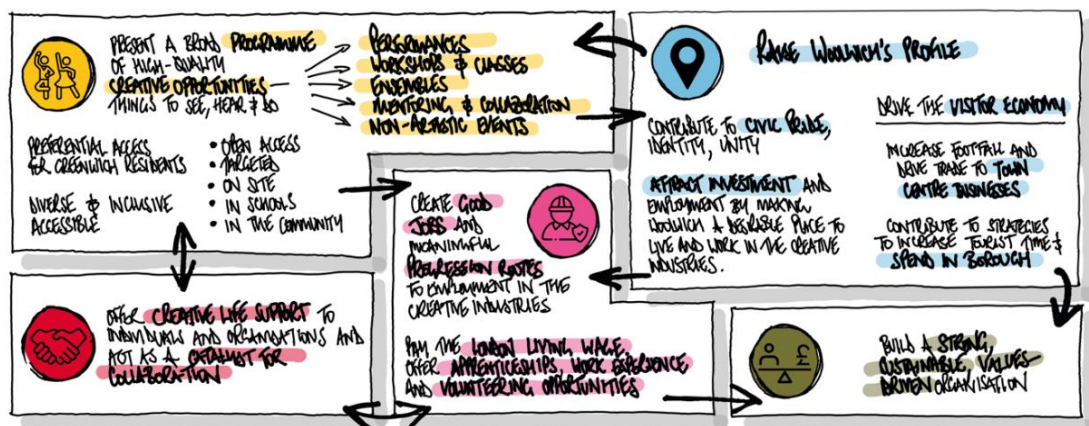
### About Woolwich Works

Woolwich Works is a multi-million-pound cultural hub in the old military buildings of the Royal Arsenal that opened in September 2021. Our spaces include a stunning 1500m<sup>2</sup> former factory performance and events venue, rehearsal and performance studios, event spaces, outdoor courtyard, community hub, and a beautiful, buzzing café bar.

The venue's café and gallery spaces have been combined to create an informal performance venue for up to 220 people, putting the site's live performance programme front and centre of the organisation.

We're home to a number of world class resident artistic companies, including Chineke! Orchestra, the National Youth Jazz Orchestra, Luca Silvestrini's Protein and internationally renowned theatre company, Punchdrunk.

The Woolwich Creative District Trust (the 'Trust'); an independent not-for-profit organisation founded to run Woolwich Works. We're here to build an exceptional, professional, inclusive creative community that delivers our mission to offer hope and opportunity by enabling people to realise their creative potential.

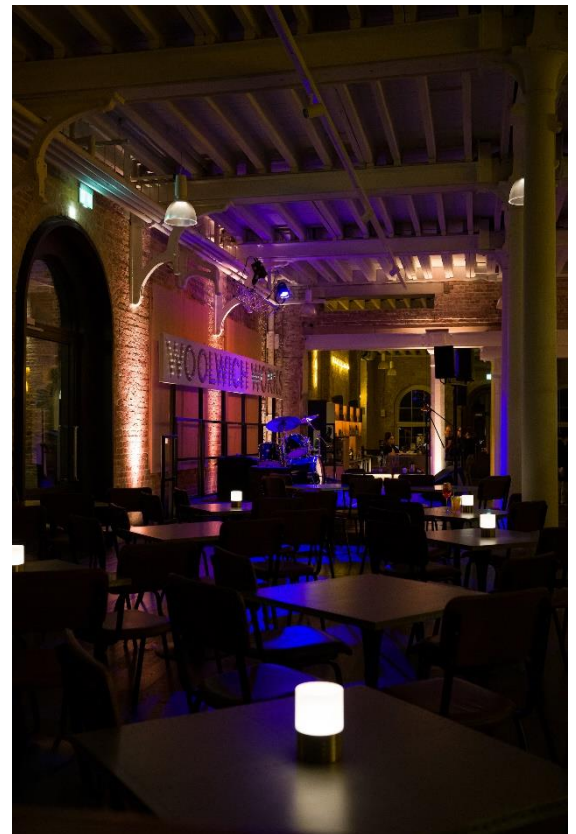




## Background to the Role

Opening a new venue is a unique challenge, and Woolwich Works opened in unprecedented times. In the four years since the Trust began operating, it has worked with the Royal Borough of Greenwich to steer a complex project through the pandemic, and since then has built its businesses across public programme, commercial events and hospitality; welcomed scores of world-class resident and non-resident artistic companies to the Borough; presented an eclectic programme of events and activities; and exceeded its social benefit KPIs by most every measure. It's also begun to gain recognition across London and beyond, winning Time Out's *Best New Spot for Culture 2021* and a New London Architecture award for conservation, and attracting audiences from across the city.

The Trust has shown great ambition, imagination, and resilience in the face of adversity, and has made great progress towards achieving its strategic priorities. The Trustees, Executive and Council have agreed a new Business Plan for the next phase of the Trust's development which will be a period of consolidation building on the achievements and learnings of its first year and a half in business and have agreed supporting changes to the structure of the organisation. We are now looking for a Director to lead the Trust in the direction determined by the Trustees and Council.





The Role

- Responsible to:

Contract type:

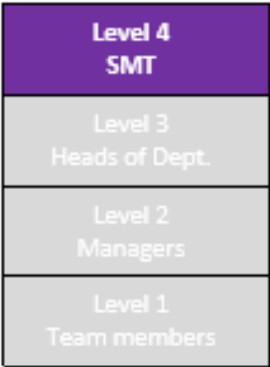
Salary:

Line manages:
- Trustee Board, via the Chair

Full time, permanent

£75,000 per year

Operations Director  
Head of Events  
Head of Creative Programmes  
Head of Finance  
Development Manager



Responsibilities

We try to make our job descriptions as straightforward and accessible as possible. They’re not intended to set out every duty in detail, but to explain the key responsibilities so that you understand the nature of the job. How you go about doing it will be discussed and agreed between you and your manager on an ongoing basis.

This is a Level 4 (SMT) position.



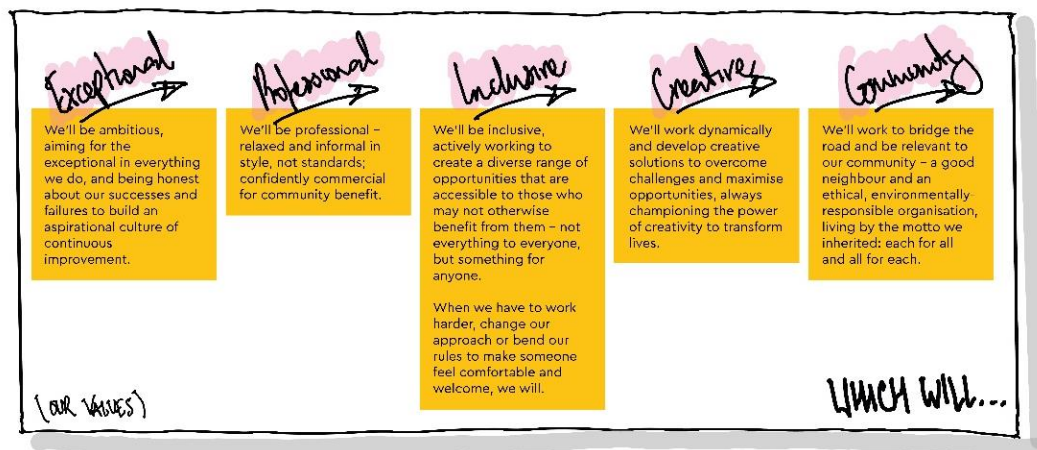


#### Key responsibilities specific to this job

- To be generally accountable to the Trustees and the Council for the day-to-day management of the organisation, ensuring effective financial management, compliance, and good governance whilst ensuring that costs are controlled, and the business developed such as to ensure its financial sustainability.
- To develop the Business Plan for the Trust in accordance with the parameters determined by the Trustees and the Council and ensure its successful delivery.
- To undertake reporting and analysis as required by the Council and as necessary to ensure the good and proper governance of the Trust and to enable informed decision-making.
- To have overall responsibility for the commercial success of the organisation, being responsible for setting pricing and allocating and managing the venue diary and the use of other resources and services.
- To have overall responsibility for the organisation's creative output, ensuring artistic quality and relevance.
- To develop and maintain close working relationships with Council officers and members and peers and stakeholders within the Greenwich professional community, using such relationships both to inform the Trust's strategy and develop advocacy.
- To lead the staff team:
  - *through the Operations Director, to:* deliver a high-quality visitor and artist experience that is representative of the organisation's values and commercially successful; ensure safe working and a safe, high-quality, welcoming environment; be a good employer;
  - *through the Head of Events, to:* deliver commercial revenue at high margins to support the Trust's charitable activities; and deliver private and public events to a high standard ensuring a great audience experience and the ongoing development of audience, hirer and artist relationships;
  - *through the Head of Creative Programmes, to:* develop successful promoter and company relationships to ensure growth and profitability in artistic rentals; maximise the benefit of the relationships with the resident artistic companies such as to ensure the delivery of education and

community programmes that have appropriate reach and impact; develop owned public programme within the parameters set by the Trustees and the Council; develop the audience and undertake strategic marketing and PR work as required to raise awareness and increase footfall and engagement.

- To work actively with the Development Manager to develop and deliver a sustainable fundraising strategy that reduces the organisation's reliance on earned income and increases its creative output while reducing exposure to financial risk.
- To ensure, on an ongoing basis, that suitable and sufficient management arrangements are in place such as to ensure the Trust's safe, legal and compliant operations and to ensure that suitable insurance policies are maintained at all times.
- To be responsible for contracting across the business, ensuring that suitable and sufficient agreements are in place to safeguard the Trust's interests.
- To be responsible for the Trust's Premises Licence and to hold a Personal Licence for the sale of alcohol and to be the Designated Premises Supervisor (DPS) for buildings operated by the Trust if required (this duty is otherwise assigned to the Operations Director by default).



### General responsibilities

- To champion and promote our values as an Exceptional, Professional, Inclusive, Creative Community.
- To accommodate, support and encourage work experience placements, interns and apprentices.
- To work safely and encourage and require others to work safely, in accordance with the Woolwich Works Health and Safety Policy and any other relevant policy or procedure.
- To safeguard the organisation's data, working in line with the Trust's data protection policies and in accordance with the Data Protection Act 2018.
- To be responsible for undertaking training and development as required to meet the needs of the organisation.
- To always act in the best interests of the Trust, and in line with all company policies.
- To undertake any other duty in line with the level of the job as may be required by the Board of Trustees.

## The Candidate

We're looking for an experienced management professional from the creative and cultural sector. You'll have worked in significant (in terms of both size and profile) arts, entertainment or cultural organisations in a senior managerial capacity, with proven skills and experience on the 'business' side of the organisation, especially growing commercial income. Although a finance background isn't required, you'll be financially competent and commercially astute, and you'll also have a decent working understanding of relevant legal aspects (particularly in respect of dealing with contracts and HR).

You'll have experience of charity governance and delivering against a charity's mission and objectives, and you'll be used to writing papers and reporting to a Board. A confident communicator, you'll be well-practised in managing multiple stakeholders, comfortable working in a political environment, and ideally have experience of working within an independent organisation that works in close partnership with the public sector. You'll be the conduit through which many people's ideas and aspirations are translated into tangible actions for a small and specialist team, whilst ensuring the ongoing success and stability of the business. As such, you'll be happy working both strategically and operationally, and willing to work hard and get your hands dirty.

## Person Specification

We'll decide whether to invite you for an interview by reviewing your application against the responsibilities above and the skills below.

### Essential skills and experience

- Significant business or commercial management experience in a relevant organisation
- Significant experience of the successful management of budgets > £2m
- Significant HR management experience
- Experience of business planning and / or developing strategies and leading staff to successfully achieve key strategic objectives
- Experience of charity governance and servicing a Board of Trustees
- Significant stakeholder management experience
- Change management experience



### Desirable skills and experience

- Experience of working in a mixed-use arts or entertainment venue and sharing space
- Experience of working commercially in a not-for-profit environment
- Experience of managing listed buildings
- Experience of working in partnership with a local authority and / or in a political environment



## Additional Details

Hours:	Typically 40 hours per week, either 9am – 5pm or 10am – 6pm, Monday to Friday, but you'll be expected to work hours as required in order to ensure the success of the organisation. Sometimes evening, weekend and bank holiday working may be required for which no additional payment will be offered. You'll be expected to work operationally for major events, and to be on call in case of serious operational incidents.
Location:	You'll be based in Woolwich, south-east London. We may require you to work elsewhere or travel within the UK as part of your job.
Holiday:	Based on a full-time contract (40 hours over five days per week), you will have 25 days' holiday per calendar year plus public holidays (or days off in lieu of public holidays as business needs require).
Probationary period:	Six months
Notice period:	<p>Prior to receiving written confirmation of the satisfactory completion of the probationary period, either you or the Trust can terminate employment by giving one month's notice in writing.</p> <p>Following satisfactory completion of the probationary period, the notice period will be six months.</p>
DBS check:	You must tell us about any unspent criminal convictions when applying for this job and undertake an enhanced Disclosure and Barring Service ('DBS') check if appointed (and at least annually thereafter). Having a criminal record will not necessarily bar you from working with us, but we will consider the nature of any disclosed convictions and their relevance to the job and the Trust. If you don't disclose information relating to unspent convictions, we'll withdraw any offer of employment that we may subsequently make or terminate your employment.
References and right to work:	Any offer of employment will be subject to the receipt of two satisfactory, written references, one of which must be from your most recent employer or professional contact. You must have the legal right to work in the UK.

*From the Royal Borough of Greenwich, for everyone.*

Founder:





## How to Apply

The preferred method of application is online at <http://www.berwickpartners.co.uk/88390>

If you are unable to apply online please email your application to [response.manager@berwickpartners.co.uk](mailto:response.manager@berwickpartners.co.uk)

All applications will receive an automated response.

All candidates are also requested to complete an online Diversity Monitoring Form which will be found at the end of the application process.

For detailed information on how we process your personal data, please review our privacy policy on our website <https://www.berwickpartners.co.uk/privacy-policy/>

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

If you have any queries or would like more information in regard to this document, please contact:

### William Pringle

Partner, Head of Charity, Arts, Culture & Heritage Practice

[William.Pringle@berwickpartners.co.uk](mailto:William.Pringle@berwickpartners.co.uk)

**Closing date:** Monday 27<sup>th</sup> March

