



Introduction

Creu Cymru is the development agency for theatres and arts centres in Wales. Established in 2001 through an initiative by the sector, Creu Cymru nurtures and supports a vibrant, sustainable and flourishing network of venues across Wales. With support from the Arts Council of Wales' Resilience Programme, the Board of Trustees are looking for a new Director for the organisation who has the vision, confidence and skills to lead the organisation through a new period of development to a wider, more strategic sectoral role in Wales.

As Director, you will be responsible for devising, developing and leading on a long-term, strategic programme of change for Creu Cymru in partnership with the members, the Board and funders. As a membership driven organisation, the Director will have excellent communication and negotiation skills and be someone who actively promotes consultation and partnership. You will have the vision and passion necessary to drive Creu Cymru forward to the next stage of its development, ensuring it delivers value for money and excellent representation for its members.

The role:

In autumn 2018, Creu Cymru embarked on a period of consultation with the membership, funders and trustees. Supported through the Arts Council of Wales Resilience Programme, this piece of work considered the current and future scope of responsibilities for Creu Cymru as well as the sustainability of the current funding model. The work resulted in an options paper, and following discussions with the Arts Council the Board of Trustees has agreed on the most appropriate course of action for the organisation. As Director, you will be responsible for taking this forward, outlining a new vision that will be underpinned and supported through the creation and delivery of a new Strategic Plan and sustainable Business Plan; both of which will be designed to identify and support the needs of the membership and wider cultural sector in Wales.

Creu Cymru is currently funded through project funding via the Arts Council of Wales' Lottery Programme and membership fees. Some earned income is generated through the management of the Arts Council of Wales' Hynt programme as well as arranging touring on behalf of companies and artists from outside Wales. In order to support the longer-term viability of Creu Cymru and to work with the Board of Trustees and staff, the Arts Council has agreed to fund the Director role for a period of two years. In addition, through the Resilience Programme, ACW will provide an experienced business adviser who will work with the Director and Board for a fixed period of six months to support the development of a financially viable and deliverable business model.

As Director, this is an exciting opportunity for you to build on the excellent work that Creu Cymru has delivered for its members and for the wider cultural sector since its inception. By building on the organisation's achievements to date, you will ensure its long term sustainability through sound business planning, partnership and member development and fundraising. The creation of a new vision for Creu Cymru which aligns with membership needs and the strategic goals of the Arts Council of Wales will ensure the organisation can make a positive impact in addressing the challenges facing the cultural sector in Wales.

The Director is responsible for leading and supporting the staff team which is currently comprised of the Administrator and Hynt Project Administrator (p/t). You will be accountable to the Creu Cymru membership and report directly to the Board of Trustees. The membership currently meets annually or bi-annually at the annual conference as well as at other art form meetings that take place across Wales at regular intervals. The Board currently meets between 4 – 6 times per year.

Key responsibilities and conditions:

1. Leadership and Management

- Develop a coherent vision and mission for Creu Cymru and communicate it to members, staff, Board, funders and other stakeholders;
- Develop and implement a new strategic plan in consultation with key stakeholders that further develops the work of Creu Cymru over the next five years;
- Develop and implement a new business plan which delivers financial sustainability and outlines achievable and measurable targets around performance and income generation;
- Lead, manage, motivate, inspire, develop and support the staff team to ensure the efficient, effective and professional management of all resources, driving the business planning and budgetary process to maximise income;
- Work closely with the Chair and Board, providing policy and management support and advice on corporate governance and other issues affecting their roles and responsibilities;
- Advocating, for and representing Creu Cymru and its members, providing leadership within the cultural sector in Wales by developing relationships at local, national and international level.

2. Artistic and Strategic

- Develop a clear, distinctive and strong artistic vision that meets the strategic needs of the membership in Wales as well as other stakeholders;
- Identify opportunities for the further development of the annual members conference which reflects the needs of the membership and the wider creative and cultural sector in Wales;
- Maintain a strong knowledge of the creative industries in Wales with particular reference to theatre , music and dance;
- Identify and play a lead role in developing art form specific initiatives that help to strengthen and sustain the cultural sector in Wales by working with creative and strategic partners on appropriate delivery models;
- Work with Arts Council Wales on the effective delivery of Hynt, taking a pro-active role in identifying and delivering on project appropriate targets;
- Research suitable small and mid-scale touring product in music, theatre and dance from Wales, the rest of the UK and at international level through new and existing partnerships, and go-see visits.

3. Finance and Fundraising

- Develop and maintain the membership base; as this underpins the foundation of the organisation
- Set and manage annual operating budgets, monitoring income and expenditure and providing timely and accurate reporting to the Board and other stakeholders;
- Identify and act on opportunities for commercial development around touring and implement strategies to drive revenue and business growth;
- Develop successful funding relationships with key supporters.
- Develop and deliver a fundraising strategy
- Seek out and deliver via funding applications a broadening of Creu Cymru's funding base
- Research and deliver the development of appropriate commercial opportunities

4. Eligibility

Applicants must have the right to work in the UK. All appointments are subject to a Disclosure & Barring Service Check (DBS)

Person Specification – Director Creu Cymru

Qualifications and experience

Essential

- Experience and proven ability working in a demanding and busy role, with the ability to effectively manage and deal carry out a wide variety of complex issues at any one time
- Strong negotiating and influencing skills
- Excellent communication skills including public speaking
- Evident commitment to fairness, transparency and equality
- Education to degree level
- A good general understanding of the-professional arts community and the issues which are affecting theatres and arts centres across Wales
- A good understanding of the key artform areas of Creu Cymru: drama, dance and music
- Have good knowledge and awareness of developments within the sector and related industries
- Experience of working with staff at a Director/senior level
- Specific knowledge and experience of one of the following areas:
 - accountancy & financial control
 - human resource management
 - securing major project/programme funding in arts/culture context

Desirable

- Experience in developing strategies to develop new and existing audiences

Skills and abilities

Essential

- Excellent leadership skills
- Commitment to Creu Cymru, its mission and values
- Commitment to working in partnership
- Excellent communication and interpersonal skills
- Impartiality, fairness and the ability to respect confidences

Other

- To be prepared to work evenings and weekends as required and to travel throughout Wales on a regular basis.

Desirable

- The ability to speak Welsh.

Further information regarding the post

In order to fulfil this role the person should be familiar with the Arts Council of Wales' Corporate Plan and the Well-being of Future Generations act.

This role will require flexibility to work outside of normal working hours which may include evenings and weekends.

Home working is currently required in this role. An allowance will be given to compensate for this.