



Candidate Brief for the role of Director (Arts Development)

Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

'Moving is everywhere, forever' by Faye Tan
National Dance Company Wales (image: Kirsten McTernan)

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Welcome Message



Thank you for your interest in the role of Director (Arts Development) at the Arts Council of Wales.

This is a key leadership role representing a significant opportunity to work at the highest level within one of Wales' largest charitable organisations.

The Arts Council of Wales was established by Royal Charter in March 1994. We're a registered charity whose trustees are the appointed Council Members.

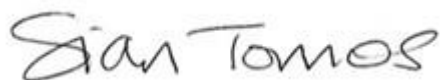
We're also a Welsh Government Sponsored Public Body, and one of the National Lottery distribution bodies. We're the country's official funding and development organisation for the arts.

The Director (Arts Development) is a key member of our Senior Leadership Team (SLT); Council's principal executive decision-making body. As part of the SLT, you'll play an important role in helping to ensure the realisation of the Arts Council's ambition to bring about a more culturally democratic arts sector in Wales. Dynamic and entrepreneurial in approach, you'll thrive on meeting business challenges and developing the arts in a sustainable way. Building public sector partnerships that create new opportunities for the arts will be something that you are familiar with and successful at.

The Director (Arts Development) is expected to drive our development agenda by championing the Welsh Government's Wellbeing of Future Generations Act. Developing innovative approaches for embedding the wellbeing goals across the wider public sector in Wales is very much part of the job so a personal understanding of, and commitment to, the sustainable development principle and environmental responsibility is vital. The current duties are specified in this information pack but SLT level responsibilities will vary and may change from time to time responding to that which Council wishes to advance and in response to external circumstances and skillsets. This won't faze you as you'll enjoy new challenges and opportunities.

Professional experience of operating at a senior management level in a similar role within a complex financial and/or grant giving environment will be important for you to gain the respect and trust of the sector. You'll be knowledgeable about the arts, ideally having direct experience of working in an arts or cultural organisation. You'll also be completely aligned with our values as an organisation and be people centred in your approach.

This is an important role at the heart of one of Wales' busiest and high-profile public organisations at the point of change. There's work to be done. It's one of the best jobs in the arts in Wales for someone who wants to step up to a leadership role and make a difference as part of a committed team of colleagues. You'll need a good work ethic, excellent communication skills and a commitment to customer care. If you have the skills, experience and resilience that we're looking for – then we very much look forward to hearing from you.

A handwritten signature in black ink that reads "Sian Tomos". The script is fluid and cursive, with the first letters of "Sian" and "Tomos" being capitalized and prominent.

Sian Tomos
Chief Executive designate

About Us

The Arts Council of Wales was established by Royal Charter in March 1994. We are a registered charity whose trustees are the appointed Council Members. We are also a Welsh Government Sponsored Public Body. We are the country's official funding and development organisation for the arts.

Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit.

The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. Our role is to create the environment in which ambitious, enterprising artists can grow and flourish, and where as many people as possible enjoy and take part in the arts. We help to support and grow this activity by using the public funds that are made available to us by the Welsh Government and by distributing the proceeds we receive from the National Lottery.

We currently receive Welsh Government funding of about £32.6m and around £16.5m of National Lottery funding. By managing and investing these funds in creative activity, the Arts Council contributes to Wales's cultural, social and economic well-being.

We employ 87 members of staff based in three locations around Wales – Cardiff, Carmarthen and Colwyn Bay.

Further information on the Arts Council of Wales can be found on Arts Council of Wales' [website](https://www.visitwales.com/) and on the Wales and Cardiff here <https://www.visitwales.com/> and <https://www.visitcardiff.com/>



Our Principal Services

We support and develop high quality arts activity – we invest public funding, provided by the taxpayer, and allocated to us by the Welsh Government. We use these funds to create opportunities for people to enjoy and take part in the arts.

We distribute Lottery funds – through applications to our Lottery funding programmes we're able to invest in projects that develop new arts activity, supporting individuals, communities and organisations.

We provide expert advice about the arts – through our Council, staff and National Advisers we have the largest concentration of specialist arts expertise in Wales.

We share information – we're the national centre of a network of information and intelligence about the arts in Wales. We also have strong international links in the UK and beyond.

We raise the profile of the arts in Wales – we're the national voice for the arts in Wales, making sure that people are aware of the quality, value and importance of the country's artists and arts organisations.

We generate more money for the arts – we manage initiatives such as Collectorplan (our scheme to encourage more people to buy art); we secure funding from Europe and from Foundations to grow the arts in Wales; and manage major projects such as Creative Learning Through the Arts (a joint initiative with Welsh Government to promote creativity in our schools) or our joint funding of Arts and Health Co-ordinators with the seven Health Boards.

We influence planners and decision-makers – the arts take place in many different settings. They can have a dramatic impact on the quality of people's lives, and the places in which they live and work. The arts are also frequently at the heart of initiatives for developing approaches in education, for improving health and well-being and for economic and social regeneration. Our job is to ensure that the contribution that the arts can make is recognised, valued and celebrated.

We develop international opportunities in the arts – through our specialist agency, Wales Arts International, we develop partnerships with cultural organisations such as the British Council, we promote internationally the contemporary culture of Wales, and we encourage international exchange and collaboration between artists and arts organisations. And we connect this international activity with the lives of our diverse communities in Wales.

We promote small – scale performances in local communities – our Night Out scheme provides financial incentives to encourage the promotion of high quality arts activity in local community venues.

Our Strategic Challenges

Resilience and creativity in spite of economic austerity

The arts in Wales are a great success story. Every day, large numbers of people are enjoying and taking part in the arts. This is not an accident – it's the result of growing public interest, right across Wales.

The arts enhance the well-being of citizens across Wales. They bring life and give meaning to a wide range of strategies that underpin public policy. From community arts to the creative industries, arts and health to cultural tourism, public art to town centre regeneration, the arts bring meaning and enjoyment to our everyday lives. They create and sustain jobs, enrich education services and bring people together. The arts matter because they excite, inspire and entertain.



Berwyn, Other Voices Cardigan 2021 filmed at the National Museum Wales. Theatr Mwdan (image: Jennie Caldwell)

We work to create an environment in which artists and arts organisations can prosper

This is our arts development mission. But it's a mission that comes under stress when resources tighten. From 2000, there was more than a decade of sustained public and Lottery investment in our cultural life. However, the five years of funding cuts that followed have meant that the growth in Welsh Government funding in the 1990s and 2000s has been eroded. Indeed, combined grant-in-aid and National Lottery funding is worth less today than it was 23 years ago.

If the arts in Wales are not only to survive but to thrive, they'll need strong, entrepreneurial leadership to capitalise on the public investment that they receive.

[For the benefit of all... – a new strategic direction](#)

Our vision is of a creative Wales where the arts are central to the life and well-being of the nation. Our vision is explained in more detail in our published Corporate Plan, [For the benefit of all...](#)

Two priorities underpin our vision:

- Promoting Equalities as the foundation of a clear commitment to reach more widely and deeply into all communities across Wales.
- Strengthening the Capability and Resilience of the sector, enabling creative talent to thrive.

Efforts to increase and widen audiences have been at the heart of the Arts Council of Wales' funding policies for decades. Yet evidence clearly shows that the benefits of public investment in the arts remain stubbornly limited to a small proportion of the population. We want this to change.

After all, a generous, fair-minded and tolerant society is instinctively inclusive and values and respects the creativity of all its citizens. So we are working to a fairer and more inclusive strategy that reaches deeper and more widely than is currently the case. This is particularly the case after the pandemic.



The Night Porter question and answer session.
Park & Dare Theatre (image: Abigail Savage Lewis)

The need for change applies as much to the Arts Council as to those who we fund

It's very important that we demonstrate that we're subject to the same disciplines as organisations across the public sector. Our goal is to build a different sort of organisation. And by different we mean better, in spite of the financial constraints. Better at working together, better at developing the potential, capability and resilience of our artists and arts organisations, better at harnessing the talents and enthusiasm of our own staff.

This means making changes – to our policies, our ways of working and our organisational culture. So it's about making sure that we're well-organised and that we manage effectively the process of change, setting the tone and the style of how we want to work in the future. Crucially, given our priority commitment to equalities and inclusion, we need to change so that our staff and our engagement with the arts sector reflect the diversity of lived experience in the communities of Wales.

As we move forward, we'll always be passionate champions of the arts. And we'll continue to play an exciting role in helping the arts in Wales to thrive. We'll do this by building an effective 'fit for purpose' organisation, valued in equal measure by its users, its partners and its staff.



Fitzalan High School, Cardiff, The Aloud Charity
Creative learning through the arts (image: Jake Morley)

Director (Arts Development) Role Description

£59,269 - £75,477 doe + excellent pension + flexible working
Based in any Arts Council of Wales office

Passionate about the Arts in Wales? Then help us fulfil our Vision - “A creative Wales where Arts is central to the life and well-being of the nation”!

The Arts Council of Wales exists to support and develop the Arts in Wales. It does so for the benefit of people throughout Wales and to promote Welsh art internationally. Established by Royal Charter, it is also a Welsh Government Sponsored Body, a National Lottery distributor and a registered Charity.

The Director (Arts Development) role represents an excellent opportunity for a talented Executive/Senior professional to assume a key leadership, working at the highest levels with one of Wales’ largest charitable organisations.

As a member of the Arts Council of Wales’ Senior Leadership Team, Council’s principal executive decision-making body, the Director (Arts Development) is expected to lead the delivery of a high quality internal and external business intelligence service, as well as ensuring that business transactions with the organisations and individuals that we fund are well managed. The Director provides strategic leadership on all matters relating to grants management and monitoring, including providing information that contributes to our statutory reporting. Working with Council and the Chief Executive, the Director (Arts Development) devises sustainable and viable grant funding strategies that enable Council to deliver its priorities.

Specific corporate level responsibilities will vary and change according to the projects that the Council wishes to advance. At present, the Director has overall responsibility for Council’s Communications, Collectorplan and our Arts and Health strategy.

This post is responsible for the promotion of the Welsh language in the arts sector and as such the successful candidate will have good practical knowledge of the Welsh language and a commitment to becoming fluent within a reasonable timescale (12 months) if they are not already.

We offer a wide range of benefits including flexible working hours/pattern, generous holidays and a final salary pension.

A comprehensive candidate pack can be found on Goodson Thomas’ website, which includes both a timetable and details of how to apply. To find out more, please visit <https://www.goodsonthomas.com/vacancies/>

For an informal confidential discussion about the role, please contact our advising consultant, Goodson Thomas, on info@goodsonthomas.com

Closing date: 09:00am on Wednesday 1st September 2021

Interview date: 13th or 14th October 2021

We operate an Equal Opportunities Recruitment Policy and welcome applications from all sections of the community in Welsh or English.

Director (Arts Development)

Role Description

Salary grade:	F
Reference number:	DAD
Team:	Arts Development
Reporting to:	Chief Executive
Line managing:	PA (Arts Development)
	Team Co-ordinators (Arts Development)
	Portfolio Managers
	Head (Communications)
Location:	Flexible – can work from any Arts Council office
Travel:	Frequent

The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. We are the national public body for funding and developing the arts in Wales.

Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit.

The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, and where as many people as possible enjoy and take part in the arts.

About this role

The Director (Arts Development) is a key leadership role, required to operate confidently at a senior level.

The Director (Arts Development) is a member of the Senior Leadership Team (SLT). SLT is Council's principal executive decision-making body. Its role is to shape the overall objectives and priorities of the Arts Council, and to lead the delivery of policy. SLT is also responsible for the effective management of the Arts Council's finances, its resources and people, ensuring that Council's business is being managed in an accountable and appropriate manner.

A particular focus of the role will be to meet Council's determination to bring more dynamic and entrepreneurial approach to meeting business challenges, development of the arts workforce and the building of public sector partnerships that create new opportunities for the arts. The Director is expected to ensure that the Arts Council can talk with authority on the arts, make judgements about the arts, and to articulate Council policy with confidence. A key aspect of the role is helping the arts in Wales to secure new investment from Trusts, Foundations and business sponsors.

The Director (Arts Development) is the Arts Council's corporate champion for the Welsh Government's Well being of Future Generations Act. As well as ensuring that the Act influences the Arts Council's own strategy and delivery, the Director will also develop innovative approaches for embedding the well being goals across the wider public sector in Wales.

Other specific corporate level responsibilities will vary and change according to the projects that Council wishes to advance. At present, the Director has overall responsibility for Council's Communications, Collectorplan and our Arts and Health strategy.

Principal responsibilities

Governance and Corporate Management – is accountable for the effective delivery of the Arts Council's business by:

- working with the Chair and Chief Executive (deputising for them when necessary)
- providing professional, high level advice – making recommendations to the Council and its Committees in their areas of responsibility
- overseeing delivery of the Council's well being objectives and the work of the Future Generations Monitoring Group
- ensuring that public partnerships and projects that encourage community regeneration and cultural democracy are fully integrated into the corporate planning process
- contributing to the corporate management of the Arts Portfolio Wales
- driving delivery of the Corporate Plan and its priorities, including the setting of budgets
- acting as the Arts Council's corporate 'lead' in overseeing Council's Communications activity
- taking responsibility for corporate decision making as a member of the Senior Leadership Team

- working with members and officers of the Welsh Government, National Assembly and its Committees (as appropriate).

Policy and strategy – initiates, leads and oversees the development and implementation of policy, strategy and spending plans in the following areas:

- local authority and third sector partnership building
- business development and fundraising
- developing the creative professional
- workforce and skills development
- arts and well being
- creative industries
- sustainable development.

Corporate projects and responsibilities – is Council’s lead officer overseeing the following activities and projects:

- the Arts Council’s Communications and advocacy activities
- Arts and Health
- Collectorplan
- Outdoor arts and Arts and Nature
- Welsh Language
- Creative Industries

Equalities – actively promotes Council’s objectives by ensuring that Council and staff, individually and collectively, fully embrace the principles and priorities of our Equalities objectives.

Specialist knowledge – able to facilitate offer authoritative advice and specialist knowledge in the designated areas of policy and be capable of gaining the respect of the artistic community in Wales.

Resource development – influences and negotiates with partners and stakeholders to develop additional investment to support the delivery of Council projects.

Partnerships – builds and maintains relationships at a senior level with local, national and international bodies and agencies.

Data and intelligence – ensures that appropriate mechanisms are in place to evaluate the success of Council's strategies in specialist areas of responsibility.

Management – is accountable for ensuring the effective and appropriate use of financial, human and physical resources. This includes:

- supporting and mentoring staff (assisting with the planning, management and delivery of work, training and professional development)
- effective and accountable budget management
- the delivery of key projects or Arts Council services.

Well-being and sustainability – encourages an approach to the management and delivery of the Council's activities that embraces a positive commitment to the Welsh Government's well being goals.

Risk management – ensures that:

- appropriate steps are taken to: identify, manage and report on risks within area of responsibility
- the postholder adheres to those corporate policies that potentially expose the Arts Council to reportable risk. These include Anti Fraud, General Data Protection Regulations and Cyber Security/IT use.

Advocacy – promotes the profile of the Arts Council of Wales and the activities that it supports.

Flexibility – as a senior member of staff, is frequently required to work across the UK outside of normal working hours. Responsibilities also require occasional international travel.

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include AntiFraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward looking organisation. We look to our staff to work collaboratively with each other to ensure that we're efficient, effective and useful.

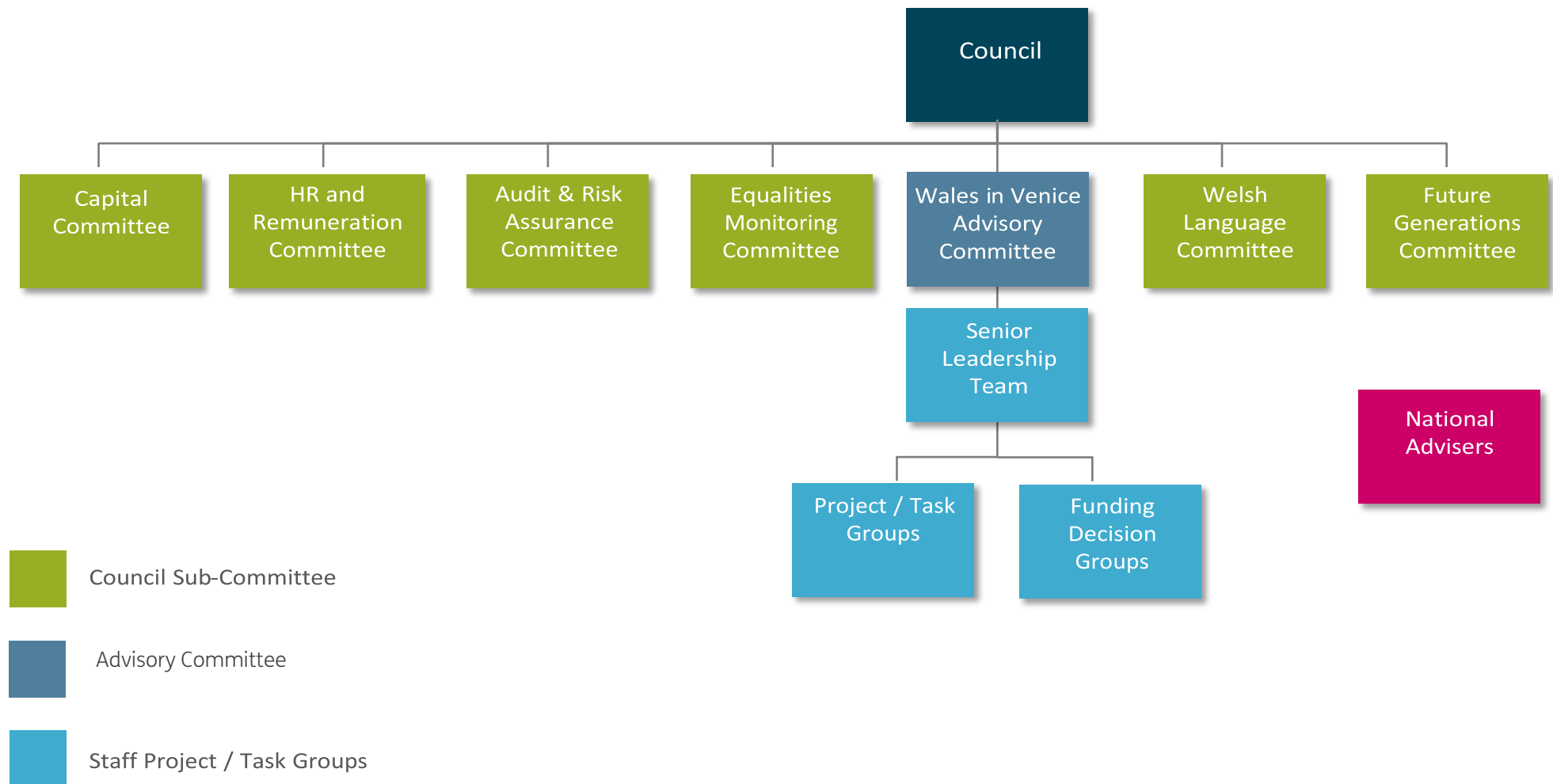
We take for granted that our staff will be competent in their management of routine administration and that they'll have developed good organisational skills. So we're particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they'll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

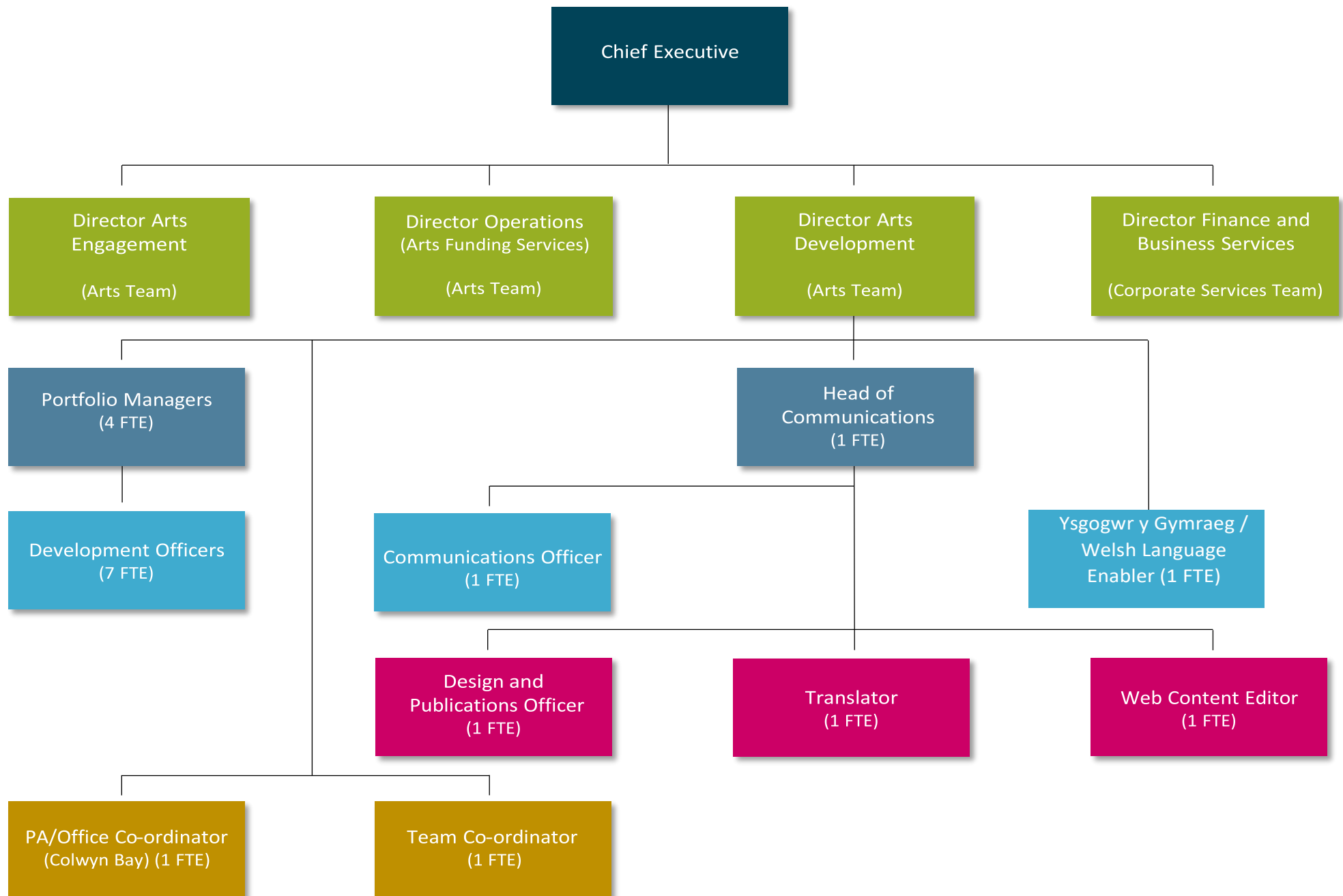
In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • A passion for the arts and the vision to develop initiatives and strategies that advance the Arts Council's priorities • A wide ranging in depth knowledge of the arts in Wales and the relationship with the sectors that fall within the remit of this post • A thorough understanding of equalities issues and their practical application to the Arts Council's work • A practical knowledge of the workings of national and local government 	<ul style="list-style-type: none"> • Knowledge of the Welsh language arts scene
Skills	<ul style="list-style-type: none"> • Competent IT and administrative skills 	
Experience	<ul style="list-style-type: none"> • A relevant degree and/or substantial professional experience at a senior management level within the arts • Experience of public policy making • Experience of project planning and project management in the relevant area of activity • Significant financial and business literacy – the ability to plan and manage budgets, and assess, diagnose and address financial and operational issues in the arts 	

	Essential	Desirable
Attributes	<ul style="list-style-type: none"> • The personal authority to operate credibly at a senior level, and the flexibility to work effectively as a member of a team • Excellent spoken and written communication skills – the ability to be an effective and persuasive advocate, influencer and negotiator • The leadership management skills and experience to inspire, mentor and support staff • A commitment to continuing professional development • The ability and willingness to frequently travel throughout Wales, the UK and occasionally overseas and to work unsocial hours as the need arises (this could be at least a monthly requirement) 	
Welsh language	<ul style="list-style-type: none"> • A good practical knowledge of the Welsh language and a commitment to becoming fluent within a reasonable timescale (12 months) if you are not already. We shall provide access to Welsh lessons, training and personal support. 	<ul style="list-style-type: none"> • Fluency in Welsh (both written and spoken) is highly advantageous.

Governance and Structure





Terms and Conditions

Appointment Terms	Permanent
Location	Flexible – can work from any Arts Council office
Hours of Work	This is a full-time role, which equates to 37 hours per week, excluding lunch breaks.
Salary	The salary for this role is £59,269 - £75,477 per annum. The starting salary will depend on experience. Flexible working arrangements may be considered.
Annual Leave	30 days per annum pro rata on commencement, plus bank holidays and 2.5 days privilege leave.
Sick Pay	Up to six months' full pay and up to six months' half pay, subject to a maximum of 12 months in any four-year period following successful completion of probation.
Pension Scheme	Final salary scheme with a 6% employee contribution.
Life Assurance	Included within the pension scheme.
Probation	Six months' probation period with the option of extending up to three months, if necessary.

How to Apply

The Director (Arts Development) will be selected on the basis of a combination of a written application and interview. To apply for the role, please provide the following:

- an up to date CV (maximum 3 pages);
- a cover letter that addresses the criteria set out in the Person Specification and tells us why you are interested in this role;
- the names and contact details of two referees who we may contact after the shortlisting stage (please note that we will not take up these references without advising you first).

Please ensure that you complete the equalities monitoring questionnaire which will be provided to you by Goodson Thomas when you apply. **This form will not be disclosed to anyone involved in assessing your application.**

Applications should be submitted via <https://www.goodsonthomas.com/opportunities> quoting reference 0314-GT-ACW.

The closing date for applications is **09:00am on Wednesday 1 September 2021.**

If you would like an informal, confidential discussion about the appointment, please contact our advising consultants at Goodson Thomas
<https://www.goodsonthomas.com/contact/>

The Arts Council of Wales is an inclusive employer, and we wish to reflect the diverse communities we serve. Applications from culturally and ethnically diverse people and underrepresented groups are encouraged and warmly welcomed. Applications are welcomed in Welsh or English. We aim to take positive steps to ensure that all candidates are selected for jobs solely on their suitability for the role.

If you have a disability, please indicate in your application whether you need any specific assistance or adjustments to enable you to be interviewed.

Recruitment Timeline

Closing Date for applications	09:00am on 1 September 2021
Longlist Meeting	Week commencing 7 September 2021 (candidates will be notified of the outcome immediately afterwards)
Preliminary Interviews (with Goodson Thomas)	Week commencing 13 September 2021
Shortlist Meeting	Week commencing 20 September 2021 (candidates will be notified of the outcome immediately afterwards)
Candidate profiling for shortlisted candidates	From week commencing 27 September 2021 onwards (selected candidates will be contacted by Goodson Thomas to arrange for online tests to be completed)
Informal conversations with Sian Tomos for shortlisted candidates	Week commencing 27 September 2021
Final Panel Interviews	13 or 14 October 2021

Interviews will take place online or at:

Arts Council of Wales
Bute Place
Cardiff
CF10 5AL

Please let us know in your application if you are unable to meet the proposed interview date. It may be possible to arrange an alternative date but this cannot be guaranteed. Note that expenses incurred by candidates during the recruitment process will not be reimbursed except in exceptional circumstances and only when agreed in advance.