

CEO Recruitment Pack

March 2023



www.creativefuture.org.uk

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Welcome from Creative Future's Board of Trustees

Thank you for your interest in Creative Future.

Creative Future is a wonderful, national charity that specialises in supporting creative people, artists and communities who are underrepresented in mainstream culture and face barriers and inequality to opportunities. Our mission is to make the arts more diverse and representative of the world we live in. Given our past success, we have just become an Arts Council England National Portfolio Organisation.

Our current CEO, Jane McMorrow, is sadly standing down at the end of June after 5 years, having successfully steered Creative Future through the challenges of the COVID-19 pandemic and lockdown, and having secured three years of NPO funding.

We are now looking for a new leader to take Creative Future forward and build on the strong foundation laid by Jane and the team. You will share our ambition to further develop the quality, diversity, inclusion and accessibility of Creative Future's work for the benefit of our communities whilst growing our resilience through your strategic vision and creativity.

Like all arts and cultural organisations, we continue to face both challenges and opportunities as we emerge from the COVID-19 pandemic. But with our NPO funding in place and other opportunities on the horizon, this is a great time to be joining Creative Future.

We celebrate and nurture equity, diversity, and inclusion, and warmly encourage applications from candidates who bring backgrounds, perspectives and insights that are underrepresented in our sector.

Please do apply.

Best Wishes

Nicole Finnan

Chair, on behalf of the Board of Trustees.

Creative Future - Who We Are

Creative Future, established in 2007, is a national arts organisation and charity, and now a National Portfolio Organisation of Arts Council England. Our work is focused on diversity; supporting creative people, underrepresented artists and communities facing barriers and inequality to opportunity. We are unique in the breadth of people we work with and the depth in which we work with them.

In terms of people we offer support to, our three most prevalent categories are people with mental health issues, and people from global majority and LGBTQIA+ backgrounds. We also engage people from working class backgrounds, with physical/sensory/invisible/learning disabilities, neurodivergence, substance misuse issues, and survivors. We follow an inclusive social model acknowledging intersectionality and multiple/compounded barriers—75% of those we work with face more than one issue, and 40% three or more. At the same time, since 2019 we've made significant efforts to increase the proportion of participants from global majority backgrounds due to the higher barriers to access.

We've supported 6,000+ talented people through:

- > 500+ creative and professional development workshops
- > 10x Creative Future Writers' Award competitions, including professional development and long-term support
- > 1:1 bespoke creative/professional mentoring for 120 underrepresented creatives
- > Dozens of publications, resources, events/development days
- > 3 year HERA partnership programme of inclusive arts and health support
- > Cross-sector Thriving Communities social prescribing partnership

We're leaders in our field, bridging the gap from the margins to the mainstream, and a catalyst for individual change. We are increasingly focusing our work on mental health and ethnic diversity, without losing sight of our mission to ensure people with complex/ignored/invisible needs aren't excluded from opportunities.



New Writing
New Voices
New Stories
New Platforms

new writing south

creative future
making the arts more diverse

myriad m

myriad m

Practical Art

Design

Design

Photographers

Photographers

Photography

Waterstones
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About the role

The role of CEO is a vital one within Creative Future. We are looking for exceptional candidates with an established reputation and networks, and a passion to take the organisation forward.

This is a particularly exciting time to lead Creative Future as we become a new Arts Council England National Portfolio Organisation.

Our new CEO will have a visionary and inspirational approach, and a passion for reducing the barriers underrepresented people face in the arts and cultural sector. They will provide inspirational leadership, bringing to life the organisation's vision, mission, and values in ensuring that the whole organisation is working effectively together to maximise the opportunities.

The CEO will ensure that the Board and team are engaged, motivated and clear about Creative Future strategy and priorities.

The CEO will have responsibility for:

- > Leadership
- > Strategic & Business Planning
- > Finance & Monitoring
- > Operations & People



Leadership



- > Leading Creative Future in accordance with its mission, vision and values
- > Leading, managing and inspiring the Creative Future team, providing a clear sense of direction
- > Leading and supporting the delivery of the organisation's new NPO programme working with partners to deliver existing projects and instigate new programmes that deliver far reaching and lasting change
- > Representing the organisation at external events and networks
- > Promoting and advocating for the work of Creative Future, raising our profile with key decision-makers and the public, and continually seeking opportunities to further the aims and interests of the organisation
- > Building and maintaining positive working relationships with writers, artists, partners, individuals and organisations in the creative, cultural, public, private and charitable sectors locally, regionally & nationally
- > Delivering strategic leadership in the development of high-quality programmes of arts activity across our areas of work

Strategic & Business Planning

- Developing the business plan for Creative Future in consultation with stakeholders
- Preparing, monitoring & delivering annual budgets for Creative Future for approval by the Board of Trustees
- Developing and maintaining strong relationships with strategic partners



Finance & Monitoring

- > A strong understanding of the Arts Council's Let's Create Outcomes and Investment Principles and lead on the reporting required by ACE for our NPO
- > Setting and monitoring the annual budget with the Board and leading on the organisation's financial management
- > Leading on income generation including responsibility for the organisation's fundraising activity and strategy
- > Building a proactive culture of fundraising across the organisation through writing funding bids, brokering delivery partnerships and developing income generating opportunities
- > Building an effective working relationship with the Chair of the Board and Trustees, supplying regular reports to the Board and attending Trustee and sub-committee meetings as required
- > Developing, implementing and improving effective governance systems
- > Ensuring the organisation fulfils its legal, statutory and regulatory responsibilities, including with the Charity Commission, Companies House etc.
- > Maintaining awareness of risks, changes and opportunities in the external environment that affect the organisation



Operations & People

- > Recruiting, managing, developing and motivating a skilled team
- > Direct line management of the Deputy Director, Marketing & Projects Manager & Finance Officer
- > Ensuring all policies and procedures are up-to-date, correctly deployed and reflect best practice
- > Promoting staff development in support of CF Strategic Objectives and Business Plan
- > Overseeing a marketing and communications strategy to promote Creative Future and its activities

Additional duties and responsibilities

The following commitments are required of all CF staff:

- > Adhering to CF policies and procedures
- > Working collaboratively and supporting other staff in their areas of work when required
- > Actively promoting the aims of CF and contributing to their overall achievement through its business objectives
- > Working in a flexible manner in line with CF's strategic objectives, willing to undertake other duties as reasonably requested. This may include some evening or weekend work and travel (Time Off in Lieu will be given)
- > Any other duties that may from time-to-time be required by the Board of Trustees



About you: Person Specification

Knowledge & Experience Essential

- > a proven track record of senior or departmental leadership
- > experience of successfully developing and delivering strategic/business plans at an organisational level
- > demonstrable successful record in achieving income targets and controlling costs
- > Experience of driving improvement within an organisation
- > People and team management including staff development
- > Fundraising experience including cultivation and management of funder relationships
- > Project/contract management and evaluation
- > Experience of preparing annual budgets and financial management
- > A good knowledge of charity governance
- > Sound knowledge of the current trends and key issues in the arts sector

Desirable

- > An understanding of producing outstanding participation and creative engagement projects with communities
- > Experience of driving environmental improvements within an organisation

Skills & Aptitudes

Essential

- > Highly developed leadership skills
- > Skilled in business planning and financial management
- > Able to think strategically, analytically and creatively
- > Excellent verbal and written communication skills
- > Proven collaborator, able to build, manage and sustain successful relationships/partnerships
- > Able to represent Creative Future at the highest levels with confidence, credibility and diplomacy
- > Able to create a vision and to inspire and motivate a team to deliver it
- > Excellent digital and IT skills and a willingness to harness digital to improve organisational performance
- > Ability to plan, prioritise and organise work and resources, including when under pressure and to deadlines
- > Exceptional face-to-face, interpersonal, negotiating and persuasive skills
- > A strong understanding of the Arts Council's Let's Create Strategy and what high quality arts programming looks like
- > A good understanding of HR policies and procedures

Personal Attributes

Essential

- > Visionary and inspirational approach and passion for reducing the barriers to underrepresented people in the arts.
- > Able to enthuse and inspire others
- > Focused and results orientated
- > Creative and innovative
- > Committed to equality, diversity and inclusion
- > Confident with a positive and flexible approach
- > Tactful and diplomatic, with an appreciation of confidentiality when required
- > Compassionate and empathetic
- > Educated to degree level or hold a relevant professional qualification
- > The successful candidate must be willing and able to work flexibly, due to the nature and demands of the role



How To Apply

> **DEADLINE TO APPLY:**
30 April

> **FIRST STAGE INTERVIEWS:**
9 May

> **SECOND STAGE INTERVIEWS:** 16 May

For an informal chat about the position please email Jane McMorro jane@creativefuture.org.uk to arrange a time to speak.

If you would like to apply for the role of CEO, please send your CV and an accompanying cover letter (max. 2 pages) which outlines how your experience and expertise make you suitable for this role and please tell us why you feel passionate about joining us as our new CEO.

Please include details of x2 referees. In addition, please complete an Equal Opportunities monitoring form.

Please send your application to: Louise Evans; louise@creativefuture.org.uk

If you would like to submit your application form in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact Louise to discuss a suitable alternative.

You are encouraged to share any access requirements you may have for interviews in a covering note with your application.

Your application will be stored and processed in accordance with our Data Policy and destroyed after six months. We will keep your equal opportunities form for a period of up to six months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are engaged by us, the information you supply will be kept securely and form part of your record with us.



NEW!
→

On this wall are books by the writers who are supporting this project

What We Can Offer

- > SALARY GRADE: £42k-£45K Pro rata
- > CONTRACT: Permanent, part time
- > WORKING HOURS: 3 days per week, including some evening and weekend work
- > LOCATION: Flexible by agreement, but based at the CF office in central Brighton 2 days per week
- > RESPONSIBLE FOR: Line Manage the team of 3 employees and any freelance contractors, within an empowered culture



