

# The Creative Playground

## Project Director Job Pack



*Image: The Hawth*

# Job summary

Hours: Full-time (35hr/week)  
2.25-years fixed term contract  
£45k-£50k per annum

The Creative Playground is a brand new arts project in Crawley led by Manor Royal Business Improvement District and a consortium of local organisations: Creative Crawley, Crawley LGBT+, The Hawth, Diverse Crawley and Crawley Town Community Foundation. It is funded as part of Arts Council England's Creative People and Places Programme.

We are looking for a collaborative leader who is genuinely curious about Crawley and the people who live there and is excited about working with the Core Consortium to push artistic boundaries and about empowering local people to bring the project to life.



Image: Jacob Punter



Image: The Hawth

# About The Creative Playground

In 10 years' time, Crawley will be a creative playground. It will be a place that inspires playfulness, invention, risk taking, care and fun. Every building, bus, bridge, street, park and person in Crawley will engage positively with creativity.

Each new economic development will have creativity at its heart, each person in the town will have access to and agency in deciding what creative activities and world class artists will live, work and play in Crawley.

This ambitious project is evolving and will be shaped by the people who live, work and play in Crawley. It will support local people to engage in high quality arts and culture in Crawley as audiences, participants, makers, producers and curators. Local people will work with a team of experts to develop their skills, engage in a wide range of different types of creativity and make decisions about what art and culture takes place in their town in homes, work places, community venues, outdoor areas and public spaces.

[Creative People and Places](#) (CPP) is a national action learning programme funded by Arts Council England. It's about more people taking the lead in choosing, creating and taking part in brilliant art experiences in the places where they live. It focuses on parts of the country where involvement in arts and culture is significantly below the national average. Crawley is one of ten Arts Council [Priority Places](#) in the southeast of England.

The Creative Playground is the Creative People and Places programme for Crawley. A consortium of organisations has secured £1 million from Arts Council England to launch the programme. The investment covers the first three years of a 10-year vision to develop Crawley as a Creative Playground for everyone.

Creative People and Places programmes cover 56 local authority areas, including 11 entirely new areas announced in December 2021.



Image: Jessica Hand

# Who we are

The project is led by Manor Royal Business Improvement District and a consortium of local organisations: Creative Crawley, Crawley LGBT+, The Hawth, Diverse Crawley and Crawley Town Community Foundation.

## Intro to the job

We are inviting an open, fun and dedicated Project Director to work with the Core Consortium to deliver The Creative Playground, collaborate with Crawley residents and bring the project to life. We welcome applications from candidates who may wish to split the job role to match their individual talents to best suit their work-life balance whilst maintaining the integrity and drive of the overall position.

## Key purpose

- Provide leadership of The Creative Playground CPP programme.
- Champion genuine community engagement and empowerment, placing community voice at the heart of a programme that pushes the boundaries of what artistic excellence can be.
- Lead on a fundraising strategy for The Creative Playground to enhance the programme of activity and to develop funds for future phases of activity beyond 2025.
- Develop key partnerships in Crawley and beyond that will support the sustainability of the programme.



*Image: Crawley Town Community Foundation*

# Job description

## Strategy

- Lead the development and implementation of a three-year business plan (and review and refresh it annually).
- Create trust and build positive connections with community leaders and groups in the district.
- Develop and maintain strong relationships with key stakeholders and partners across Crawley and beyond and with the national CPP network.
- Establish a strong relationship with Arts Council England and ensure that the programme meets the delivery and reporting conditions required in an accurate and timely manner.
- Oversee the effective coordination of the activities of the Consortium, supporting them with timely and clear information, analysis and planning documents to enable them to fulfil their roles.

## Artistic programme

- Drive the successful delivery of an adventurous and inspirational arts and cultural programme.
- Ensure that the programme is inclusive and reflects the diversity of our communities.
- Oversee the development and maintenance of strong relationships with artists, companies, cultural organisations and local government to support the work of the organisation.
- Use specialist and diverse artform expertise to develop and attract outstanding new artistic work to Crawley.

## Recruitment & Management

- Recruit and manage The Creative Playground programme team – full-time Producer and freelance Facilitators and Production Manager and provide caring and inspiring leadership, encouraging creativity and enterprise, and creating an environment where the team can flourish.

# Finance

- Oversee the effective management of the financial resources of the programme, setting and monitoring budgets and ensuring efficiency and value for money.
- Oversee compliance with the Consortium-approved Financial Procedures, to ensure accurate and timely annual and project budgeting, financial management and reporting.
- Ensure accurate and timely financial reporting on a regular basis to the Consortium, ACE and other stakeholders.

# Evaluation

- Embed an innovative and useful programme of research, monitoring and evaluation across The Creative Playground with learning, data and insight used to develop the programme and to contribute to national learning.

# Fundraising

- Lead on further fundraising for The Creative Playground to secure necessary match funding, enhance the programme of activity and develop funds for future phases of activity.

# Operational

- Ensure that all programme activity complies with necessary policies and procedures and current legislation including (but not restricted to) Equality, Health and Safety, Safeguarding, GDPR/Data Protection and insurances.

# Communications

- Represent The Creative Playground at relevant events and opportunities to contribute to public profile and advocate for its work.
- Direct and maintain an overview of all aspects of The Creative Playground's communications, branding and design.

The summary above is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.

The Director of The Creative Playground is accountable to the Consortium of organisations who oversee the delivery of the CPP grant.



*Image: Neil Munday*



*Image: Jessica Hand*



*Image: Sabrina Carter*

# The ideal candidate will:

- Be a rigorous, collaborative leader and an enabler of others, providing bold and imaginative leadership.
- Have experience of involving diverse communities in the curation and creation of their own distinctive cultural offer.
- Have experience in developing and managing teams, setting strategy and the ability to implement an artistic vision in true collaboration and partnership with multiple stakeholders.
- Have the ability to implement a radically different artistic vision in true collaboration with a range of people, partners and stakeholders.
- Believe in the value of art and culture in people's lives, want to make a difference, and be a strong public advocate for this work.
- Be an enabler and a doer, someone who can think big and deliver with a small and dedicated team.
- Be a brilliant communicator and be able to translate 'artspeak' into everyday language and encourage people to try new things.
- Be flexible, adaptable to new situations and be able to think about positive alternatives if things don't go to plan.

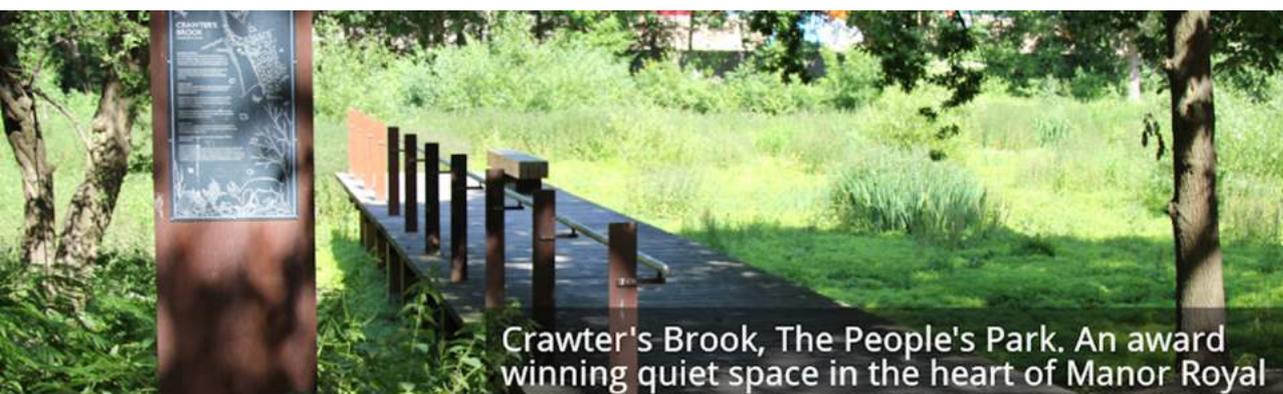


Image: Alan Scott

# Essential skills

- Vision and passion to lead the project and deliver its mission.
- Demonstrable leadership and management experience at senior level in an arts or cultural organisation.
- Experience and appreciation of how to work creatively and effectively in community engagement contexts, which could include co-creation models.
- Experience of audience development planning and delivery, including strategies around activating empowerment and participation for those who are least creatively engaged.
- Understanding of diversity and equality of opportunity.
- Experience of building partnerships and relationships with a broad range of stakeholders to support the delivery of artistic programmes.
- Ability to communicate effectively both face to face and in writing.
- Excellent experience of, and proactive approach to, securing partnerships and funding from a range of sources.
- Experience of income generation with a creative and entrepreneurial approach.
- Experience of recruitment, management and supervision of staff and freelance teams.
- Experience of financial management and planning, including organisational and project budgets.
- Understanding of the national arts funding environment, the context of culture in place-based regeneration, and the application of national policy in local and regional programmes.

# Desirable skills

- Good artform knowledge in one or more area.
- Experience of marketing, communications and advocacy.
- Understanding of health and wellbeing and public health agendas.
- Experience of working closely with Arts Council England.
- Experience of working in or knowledge of Creative People and Places programmes.
- Experience of consortium working.
- Understanding of the communities of Crawley.



*Image: Jessica Hand*



*Image: Sabrina Carter*

# How to apply

The Consortium is committed to equality of opportunity and access for all. We recognise the positive value of diversity and promote equality. We welcome and encourage applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief or sexual orientation or any other protected characteristic listed under the Equality Act.

To apply, please submit:

A letter of application setting out why you are applying, your interest in the position, and how your skills and experience match the job description and ideal candidate specification (maximum 1,000 words) • Details of 2 referees, one being your current or most recent employer • Your Curriculum Vitae

All applications must be submitted by **12 noon Thursday 12 January 2023** via email to [dave.watmore@parkwoodtheatres.co.uk](mailto:dave.watmore@parkwoodtheatres.co.uk).

Applications can be submitted in alternative formats on request.

Shortlisted applicants will be contacted by **Monday 16 January** and invited for interview later that week. Interviews will be held online.

An offer will be made to the successful candidate shortly after this. Candidates should note that any offer of employment made will be subject to satisfactory written references and possibly a Disclosure and Barring Service check.

Candidates must also be able to demonstrate that they have the right to work in the UK and that they have the qualifications listed in their application.

You are always advised not to resign from your present employment until any offer of employment has been confirmed.



Image: Jessica Hand