



∴Rosehill

**EXECUTIVE DIRECTOR
2024**

ROSEHILL

High above Whitehaven, looking across the Solway Firth to Scotland and inland to the Lake District National Park, Rosehill is West Cumbria's hub for culture and creativity.

Our vision is to bring about positive and lasting cultural and social impact in West Cumbria, where everyone has access to quality arts and cultural experiences.

The new Executive Director will play a key role in achieving this vision in the coming years.



I think it all enriches people's lives and brings us all together. It benefits us all as individuals, reminding us why we're all here. ■■

Marc Goodwin, Whitehaven Town Crier, on the Whitehaven Harbour Festival

OUR RECENT JOURNEY

We recently embarked on a transformative, year-long programme of Creative R&D. We engaged deeply with underserved communities local to Rosehill, developed and deepened our partnerships, and strengthened our stable of artists and creative collaborators. We tested new and different ways of working, developing new cultural activities which reflect and serve our local communities.

We developed a Creative Wellness programme with Copeland Wellness Service; collaborative programmes with Copeland Social Inclusion Team, and launched a new community Welcome Hub in Whitehaven town centre. We programmed a highly successful new Harbour Festival in Whitehaven, and developed our programme of open days and events for children and families.

We sparked collaborative ideas with partners across the West Cumbria arts sector, and contributed to the development of the local Cultural Strategy. We piloted a new Creative Producers programme for young people with innovative music charity Soundwave.

And we developed national creative collaborations around innovative approaches to cultural inclusion.

This Creative R&D, and the relationships it forged, were the basis for our ambitious Cultural Strategy and Business Plan for 2023-26. The Plan has won the support of Arts Council England and Sellafield, boosting our core funding by over 500%, and giving us a fantastic springboard for the years ahead.



OUR VALUES

- We encourage artistic excellence, integrity and creative risk-taking
- We nurture new artists, creative leaders and support the local cultural infrastructure
- We promote inclusion, access, and a commitment to anti-racism
- We foster dialogue with our communities and seek to create equitable cultural spaces
- We care for the health and well-being of our community and each other
- We look after our environment, and work towards a carbon neutral future
- We are committed to improving the quality and appeal of what we do
- We will monitor and adapt our programmes and work to respond to the challenges of the next decade



“ Attending these sessions has helped boost my confidence and self-esteem, it was also an opportunity to try new things and make new friends, and it gave me something to look forward to every week. I very much hope that these sessions can continue, as I would like to keep improving my mental health and well-being. ”

Janice, participant, on the Creative Wellness programme

WHAT'S NEXT

While sustaining our high-quality, year-round programme on stage and beyond, our priority is community building and creative development, fostering representation, relevance, and resilience with the communities local to Rosehill.

Under the leadership of Creative Director Daniel Whitehouse, we have been translating the Plan into reality, and bringing in skilled and energetic producers to deliver our wide-ranging Cultural Strategy.

This has three main pillars: -

1. THE KIND PROGRAMME

- A new programme of commissioned, socially prescribed creative activity, blending creative wellness, social prescribing, social inclusion and community collaboration, based at our Wellness Hub, with activity at Rosehill and around the local area.
- The Bakery of Slow Ideas – a creative, therapeutic vehicle to build trust and confidence and explore local issues and challenges.
- A KIND Collective of members of the local community acting as a steering group to inform and guide the development of the KIND programme.
- A two-year Artist Development Lab developing skills in community engagement, participatory arts, and co-creation.
- KIND Acts in Year 3 – a programme of cultural activity emerging from the Lab, co-curated with the community by local artists.



KIND

2. CULTURAL FAMILIES

- A programme of workshops, festivals, performances and drop-in sessions, at Rosehill and across the local area.
- A child- and family-centred creative laboratory within the South Whitehaven and Harbour areas in Years 2 & 3.
- An annual summer family festival on the Harbourfront in Whitehaven, bringing high-quality, large-scale outdoor work to the area.

3. PLACE-BASED CULTURAL DEVELOPMENT

- Development workshops and mentoring sessions for local artists and cultural practitioners, with a focus on inclusive practice and co-creation.
- Partnership with Soundwave on an annual Creative Producers development programme for young people.
- Place-based collaboration with cultural partner organisations – programming, shared learning and capacity-building.



“ Rosehill have been an integral part of the delivery of our social inclusion programme by enabling and facilitating the delivery of activities and interventions which promote the health, well-being and inclusion of our communities utilising arts and culture to enhance people's lives... Our social inclusion programme is so much richer and more diverse with the support of Rosehill. ”

Cumberland Council Social Prescribing Team

EXECUTIVE DIRECTOR

With our Cultural Strategy thoroughly underway, we are now looking for a highly effective Executive Director to join the leadership team and make Rosehill as vibrant a business as it is a creative force. The opportunities and challenges in our Business Plan include: -

- Developing commercial income opportunities in our building and grounds.
- Securing annual, multi-annual and project grant income to complement core funding.
- Upgrading financial controls and monitoring alongside expanded activity.
- Effective marketing and audience development which combines financial sustainability with our inclusion goals.
- Delivering our aims for equity, diversity and inclusion across the organisation.
- Deepening environmental responsibility in the building and across all our work.
- Building and nurturing the team in a culture of collective achievement and wellbeing.
- Ongoing development of our governance and management practices.
- Building on our close relationships to develop skills, capacity and impact across the cultural sector in West Cumbria.
- Exploring options for capital development, to release untapped potential and increase organisational resilience.



The new Executive Director will join a collegial working environment with a committed Board of Trustees, expert Creative Director, skilled team, and access to senior external consultants. Further recruitment and reshaping of the team is planned, and the Executive Director will lead this.

West Cumbria offers a great quality of life, with a stunning coastline, fascinating heritage, friendly communities, and easy access to the lakes and fells of the National Park, to the city of Carlisle, and to Scotland.



I woke up this morning wishing I had another day like yesterday! We all loved our experience with you, Leo and Anna and the other participants Rebecca, Mary and Tom yesterday. I really felt we understood the way you/they/we work - on the process of creative activity, be it Art, Writing, or Cooking.



**Annie, artist and member of the Vulture Club,
on The Bakery of Slow Ideas**

JOB DESCRIPTION

PURPOSE

The Executive Director is responsible to the Board for all aspects of Rosehill's management, marketing, finance and operations, taking the lead on financial resilience and sustainable business development, to support our vision, mission and aims.

The Board wishes to encourage candidates who may be stepping up into an Executive Director role, as well as those who already have senior leadership experience. To provide this flexibility, the decision whether the role of Chief Executive will sit with the Executive Director, the Creative Director, or with both in a co-CEO structure, will be discussed with candidates and taken after the interview stage.

STRUCTURE

Reporting to: The Board of Trustees

Responsible for: Administration Manager
Finance Officer
Technical & Facilities Manager
Marketing & Audience Development Co-ordinator
Events & Hires Manager
Front of House Supervisor

Access to: Retained consultants
(currently finance, strategic development and fundraising)

RESPONSIBILITIES

Leadership & strategy

- Provide strategic leadership across the organisation, inspiring and nurturing Rosehill's team to deliver our mission, vision and aims, and promoting an organisational culture which enshrines our inclusive and collaborative values.
- Nurture a stable, cohesive and effective team, creating an environment where staff, partners, volunteers and artists are enabled to work safely, to their full potential, and with a sense of shared purpose.
- Ensure, monitor and report on the successful delivery of Rosehill's Business Plan for 2023-26, including key strategies such as equality, diversity and inclusion and environmental responsibility.

- Contribute to the evolution of Rosehill's strategic direction and business plans, working closely with the Creative Director and Board, and being responsive to the priorities of our stakeholders and partners.
- Develop and monitor annual plans and budgets, ensuring that Rosehill builds and sustains a resilient financial foundation in order to underpin our creative and socio-economic impact.

Funding and financial resilience

- Develop Rosehill's financial strategy and budgets to enhance sustainability and resilience while meeting creative and strategic goals.
- Drive business development via growth in earned income from existing sources such as ticket sales, hires and events, and through an entrepreneurial approach to diversifying sources of income.
- Work with the Board, Creative Director and external consultant to deliver a rolling fundraising strategy with clear targets, actively identifying and pursuing funding opportunities, including public grants, corporate donors, trusts and foundations and individual giving, and taking the internal lead on bids and campaigns.
- Lead on delivery, monitoring and reporting for all Rosehill's funding agreements, including those with Arts Council England and Sellafield.

Finance, governance, evaluation & compliance

- Work closely with the Finance Consultant to deliver the effective management of Rosehill's financial operations and ensure that financial systems are fit for purpose, supporting good management practice, effective cost control, good governance and organisational development.
- Supported by the Finance Consultant and Finance Officer, ensure the timely production of financial reports, including management accounts and forecasts, and oversee the management of delegated budgets.
- Liaise with external auditors to ensure timely production and submission of statutory accounts, returns and associated reports.
- Ensure the Board is supported in the scheduling of meetings, preparation of papers and taking of minutes and provided with appropriate information to support strategic decision-making.
- With the Creative Director and external advisers, embed Rosehill's impact measurement framework which reflects our aims, Business Plan targets, and funders' priorities.

- Embed a data-led culture across the organisation, providing oversight, analysis and presentation of data insights.
- Ensure Rosehill's policies and procedures are adhered to and that they evolve in response to changing legislation and to organisational development.
- Ensure Rosehill fulfils all its legal obligations such as to Companies House, HMRC, Charity Commission, and as regards key areas such as health and safety, safeguarding, data protection and employment law.
- Oversee the management and maintenance of buildings and equipment, including appropriate compliance and insurance.
- Support the Board in developing options for capital improvements that will support Rosehill's vision, mission, values and enhance financial sustainability.
- Ensure Rosehill's IT systems are robust, fit for purpose and support business sustainability and development.
- Maintain and evolve robust business continuity and contingency procedures.


Operations

- Take the lead on all aspects of operational management.
- Oversee the development and delivery of marketing, communications and audience development strategies and campaigns, informed by data-led analysis and responding to Rosehill's goals both for income generation and for inclusivity.
- Oversee the delivery of effective communications – physical and virtual, internal and external – which represent the organisation's values and enhance Rosehill's reputation.
- Ensure a high-quality experience for audiences, artists and other visitors, promoting best practice in customer service that is inclusive and mission driven.
- Take overall responsibility for Human Resources, contractual arrangements for all staff and freelancers, and all recruitment, employment, appraisal and training practices, adhering to statutory requirements and good practice including diversity, inclusion, access and workforce wellbeing.
- Negotiate all contracts, including visiting companies, hires and tenancies, partnerships and co-productions.

External relations & advocacy

- Maintain good, current knowledge of the cultural sector and relevant strategies, including attending events delivered by other cultural organisations, networking events and umbrella body meetings.
- Act as the primary point of contact for Arts Council England, Sellafield and other key funders, working with the Chair and Creative Director to nurture these relationships and develop new ones.
- Maintain a good working knowledge of relevant stakeholder strategies and priorities.
- Actively work to raise Rosehill's profile, acting as an external spokesperson and developing positive exposure and public presence within the press and media.
- Represent Rosehill at external functions, conferences, delegations and in media interviews.
- Ensure appropriate senior representation at all press nights, and attend all major fundraising and similar events at Rosehill.



We work with every member of the population, young and older. The locality around Rosehill is known as one of the most deprived areas in the country as well as rural in the most part, and these efforts by Rosehill have been supportive in targeting these demographics. The partnership approach to working on Creative Wellness with Rosehill has been and will be incredibly beneficial for our patients. 

**Gwyn Lishman, Occupational Therapy & Wellness Programme Lead,
Copeland Primary Care Network**

HEADLINE TERMS & CONDITIONS

- Contract:** Permanent
- Reporting to:** The Board of Trustees
- Salary range:** £40,000 to £50,000 pa (according to experience)
- Hours:** 40 hours per week.
Evening and weekend work will be required, and some weeks may involve more than 40 hours. There is no paid overtime, but time off in lieu is given for additional hours worked.
- Annual Leave:** 25 days per year, plus all statutory bank holidays.
- Probation:** There will be a probationary period of six months, during which the notice period will be one month on either side.
- Notice Period:** Six months following successful completion of probation.
- Pension:** Rosehill operates an auto-enrolment pension scheme. Your employment is not contracted out of SERPS (the State Earnings Related Pension Scheme).

Other: Complimentary ticket allocation, and external offers and discounts via Rosehill's HR scheme.

Residence: Residence within Rosehill's catchment area and community will be essential. A contribution to relocation expenses will be considered.

Flexible working: Rosehill is responsive to flexible working requests, including flexible hours and an element of working from home, and we take a collaborative approach to finding the right solution for the organisation and the individual.



PERSON SPECIFICATION

We are looking for the following skills, experience, knowledge and qualities: -

Skills & experience

- At least five years' relevant operational experience in the arts, creative industries or allied sectors.
- Experience of managing and operating annual budgets and financial systems effectively, with appropriate monitoring and control mechanisms, balancing creative ambition with sound financial management.
- A track record of growing sustainable income streams from multiple sources, and an entrepreneurial approach to generating revenues in new ways.
- Experience of marketing and communications strategy and delivery within the arts, creative industries or allied sectors, and of dealing with the press and media.
- Experience of building and managing an effective team and maintaining a culture which nurtures both performance and wellbeing.
- Experience of building and sustaining effective partnerships within and beyond the cultural sector.
- Proven commitment to equity and experience of working to address under-representation.
- Full, clean driving licence and access to own transport.
- Previous venue management experience (desirable).
- Previous relevant fundraising experience (desirable).
- Previous experience of capital development (desirable).

“ It's been great developing a partnership with Rosehill. The team have gone out of their way to accommodate our projects and given us free use of their space which means we have been able to keep our services free so that any young person can participate. Without Rosehill's help the events would not have been as successful. Having this positive new relationship has led to new project ideas for the future. ”

David Roberts, Director, Soundwave

Knowledge

- Knowledge and experience of current public policy and funding systems, particularly in the cultural sector (working knowledge of Arts Council England desirable).
- Working knowledge of the principles of relevant legislation, such as employment law, Equal Opportunities, Health and Safety legislation and policy, HR best practice, and charity regulation.
- Working knowledge of best practice in Equality, Diversity and Inclusion.
- Knowledge of, and a commitment to the importance of, creative community engagement and widening access.
- Knowledge of how data-led analysis and digital technology can fuel organisational success.

Qualities

- A passion for culture and its role in positive social change.
- Interest in the community and cultural life of West Cumbria.
- A natural collaborator with an empathetic approach.
- Ability to combine an eye for detail with a focus on the big, strategic picture.
- An excellent communicator, both in person and in writing.
- Excellent interpersonal skills, with the ability to build trust, win respect, and to motivate and inspire others.
- The ability and appetite to champion Rosehill's work to a range of stakeholders.
- A demonstrable commitment to Equality, Diversity and Inclusion, and to the value of culture in fostering wellbeing.
- Entrepreneurial, with a natural inclination to explore and test new ways of doing things to maximise the commercial benefit.
- A proven aptitude for time management and the ability to work to deadlines.
- Integrity, openness, honesty and transparency.
- Excellent decision-maker: astute, responsive, flexible, pragmatic and inclusive.

HOW TO APPLY

Please send a covering letter (no more than 2 pages), your CV, and contact details for two referees to John Clarke, Rosehill Chair, at recruitment@rosehilltheatre.co.uk.

Your covering letter should include:

- Why you are interested in the role
- What makes you a good fit for the role (please refer to person specification)
- How you would contribute to Rosehill's future success

If you would prefer, you would be welcome to send us a link to a video (no more than 5 minutes) covering the above points, together with your CV and referee details.

Deadline for applications: 12 noon Monday 5th February

Interviews (online): Monday 19th February

Possible second interviews (in person at Rosehill): Monday 26th February

If you would like an informal discussion about the role before applying, please contact Deborah Aydon at deborahaydon5@gmail.com.

Rosehill is an equal opportunities employer and is committed to equality of opportunity, diversity and to providing a service and following practices which are free from unfair and unlawful discrimination. It is our policy to treat all job applicants and employees fairly and equally, regardless of sex, pregnancy, trans-gender status, sexual orientation, religion or belief, marital status, civil partnership status, age, race, colour, nationality, national or ethnic origins or disability.

We are particularly interested in hearing from people who are under-represented in the sector, such as those who identify as D/deaf and/or disabled, those from low socio-economic backgrounds, and people who identify as part of the Global Majority. In using the term 'Global Majority' we refer to people who identify as Black, Asian, Brown, dual-heritage, indigenous to the global south, and/or have been racialised as 'ethnic minorities'.

Due to the nature of our work with vulnerable people, we follow rigorous safeguarding and protection policies and procedures in our recruitment process. As a result, some of our roles are subject to an Enhanced Disclosure by the Disclosure and Barring Service.