

THEATRE

Hullabaloo



EXECUTIVE DIRECTOR
RECRUITMENT PACK

EXECUTIVE DIRECTOR RECRUITMENT INFORMATION

October 2019

Thank you for your interest in the role of **Executive Director** at Theatre Hullabaloo.

Theatre Hullabaloo is one of the UK's leading children's arts organisations. We make, produce, promote and programme world-class theatre for young audiences. In December 2017, we opened The Hullabaloo, a purpose-designed venue for children and families in Darlington, which is where we are based.

We are a small team fired with passion and commitment to impact the lives of our local audiences and also to contribute to national and international conversations about the role of the arts and creativity in children's lives. We are now looking for a dynamic, resourceful and ambitious **Executive Director** to help shape our next chapter.

The **Executive Director** is a senior management position at Theatre Hullabaloo with responsibility for financial management, development (corporate, trusts, foundations, individual giving) organisational legal/contractual matters, building/theatre/premises management, office systems and marketing/public relations' activity.

The Executive Director, as Deputy to the CEO/Artistic Producer, will play a major part in the development of the company's mission and strategy as appropriate for a registered charity and a company limited by guarantee.

This application pack gives you an overview of Theatre Hullabaloo, the Job Description and Person Specification and details of how you can apply. Please note that the deadline for applications is **12 noon on Wednesday 30 October 2019**. Interviews will be held on **Friday 15 November**.

If you would like to discuss the role prior to application, please contact Theatre Hullabaloo's office on 01325 405680 so that a phone call with Miranda Thain, CEO/Artistic Producer, can be arranged.

We look forward to receiving your application.

ABOUT THEATRE HULLABALOO

Background Information

Theatre Hullabaloo believes that creativity should be part of everyone's childhood. We are a pioneering organisation that makes, tours and promotes theatre for children and young people because we believe that they are the most important audience of all. Established as Cleveland Independent Theatre Company, a general regional touring theatre company in 1979, the organisation became a specialist young people's company in 1994 (CTC Theatre) and was then reimagined as Theatre Hullabaloo in 2009.

Theatre Hullabaloo is a National Portfolio Organisation (NPO) of Arts Council England, a registered charity and the only specialist producer of theatre for young audiences in the North East. The organisation makes and commissions new work for audiences from birth to 16 years which tours regionally, nationally and internationally to a mixture of theatres, venues, schools, nurseries and community settings. We also produce and deliver the annual TakeOff Festival, which celebrated its 30th birthday in 2017, and brings world-class theatre to venues across County Durham and the North East in a family festival week each October. TakeOff Festival is England's leading festival of theatre for children and young people. It brings world-class theatre from specialist companies from the UK and abroad to County Durham each October to inspire young audiences. It is also the biennial meeting point for professional makers, producers, programmers and all those working in the field of theatre for children and young people.

The Hullabaloo

In December 2017, Theatre Hullabaloo realised the dream of opening a purpose-built venue for children and families in Darlington. The Hullabaloo presents a year-round programme of world-class performances, free creative play installations, family-focussed activities, and participatory work with particular emphasis on early years creativity.

'I feel lucky that we have such an exciting arts facility so close to home as my daughter grows up.'
Audience member

The venue has already welcomed over 25,000 children and their grown-ups through its doors to see wonderful theatre specially made for them, engage them in magical play installations and much more. The venue was named 'Best Family Venue 2019' in the national Fantastic for Families awards.

Over the last 10 years, Theatre Hullabaloo has reached more than 120,000 children and young people through its varied portfolio of work.

“If this was weekly, I would bring my child every week!”

Audience member on Lullabub

OUR VISION

Theatre Hullabaloo is a pioneering organisation that believes that creativity should be part of everybody's childhood.

Our Strategic Aims

- (1) To develop the national & international profile of The Hullabaloo, our purpose-built theatre for children and families
- (2) To increase engagement with local communities, ensuring The Hullabaloo is meaningful to children, families and schools locally and regionally.
- (3) To increase audiences across the portfolio of Theatre Hullabaloo's work
- (4) To develop a leadership role in creativity for early years and influence national policy in this area
- (5) To diversify income streams thereby increasing organisational resilience

THEATRE HULLABALOO GOVERNANCE

Theatre Hullabaloo is the trading name of Cleveland Independent Theatre Company Ltd and is a registered charity and a company limited by guarantee governed by its charitable objects and Memorandum and Articles of Association.

Theatre Hullabaloo currently has a turnover of just under £500k, a staff team of 8 and an array of freelancers that make up the wider creative and project teams.

EXECUTIVE DIRECTOR

Salary:	£35,000 per annum
Hours:	40 hours per week
Contract type:	Full time, permanent
Annual leave:	27 days per annum plus bank holidays

We are proud to be a family friendly employer and operate a flexible working policy.

Main Purpose of the Job:

The **Executive Director** is a senior management position at Theatre Hullabaloo with responsibility for financial management, development (corporate, trusts, foundations, individual giving) organisational legal/contractual matters, building/theatre/premises management, office systems and marketing/public relations' activity. The post reports directly to the Artistic Producer but will be expected to work and liaise closely with the Board of Trustees independently as well as in partnership.

The Executive Director, as Deputy to the CEO/Artistic Producer, will play a major part in the development of the company's mission and strategy as appropriate for a registered charity and a company limited by guarantee.

The following areas are within the remit of the Executive Director:

- Coordination of long-range and annual planning in collaboration with the CEO/Artistic Producer and the Board of Trustees
- Providing leadership for and actively participating in fundraising activities, donor development, grant seeking and grant reporting.
- Overseeing budget setting, financial reporting and forecasting, cash flow management, expenditures review and approval (supported by the Finance and Operations Manager)
- Financial Sustainability and planning (in tandem with the CEO/AP)
- Management of the Darlington Borough Council operational partnership for The Hullabaloo
- Supervising the administrative staff and directing administrative operations
- Audience development and engagement, marketing and brand
- Engaging in stakeholder relationships and partnership development (with an emphasis on regional multi-agency relationships)
- Internal communication and leadership
- Devise, implement and monitor the organisation's performance
- Accountable for the implementation of all statutory and non-statutory policies and procedures to ensure Theatre Hullabaloo meets its responsibilities to funders, stakeholders and audiences (e.g. access, inclusion, environmental monitoring etc)

The Executive Director has line management responsibility for all non-executive core staff, with the exception of the Programme Coordinator who is line managed by the CEO/Artistic Producer.

Key responsibilities:

Strategic Development

- In conjunction with the CEO/Artistic Producer and the Board, contribute to the development and delivery of Theatre Hullabaloo's business plan, including implementation of the strategic plan and regular review in light of its artistic goals, financial objectives, industry trends, the market environment, and performance of the organisation
- Working to identify, secure and promote the partnerships and collaborations that will enhance the future development of Theatre Hullabaloo
- Developing and cultivating relationships with key stakeholders to support the organisation's mission
- Cultivating new revenue funding relationships with corporate partners and trusts and foundations
- Advising the Board on new opportunities for the organisation
- Advocating for the organisation, its work and the role of theatre for young audiences more broadly

Operational & Personnel

- Line managing the core staff team (except the Programme Coordinator), including conducting appraisals and performance reviews
- Liaising with Darlington Hippodrome and ensuring that the operational management of The Hullabaloo is smooth and in line with Theatre Hullabaloo's vision
- Ensuring the organisation meets and exceeds its commitment to reduction in environmental impact
- Ensuring all policies, procedures and recruitment plans are fit for purpose, ensure fair treatment of staff and are regularly updated
- Overseeing responsibility for Health and Safety by ensuring that procedures are in place to provide for health, safety and welfare affairs to be adequately assigned, resourced and researched and to ensure that accountability is understood and accepted at all appropriate levels.
- With the CEO/Artistic Producer, oversees the smooth running of the organisation, the updating of policies and procedures and financial management including budget setting, payments, financial reporting and compliance.

Marketing & Audience Development

- Developing a coherent audience development plan for Theatre Hullabaloo and its portfolio of work
- Overseeing a press engagement strategy for the organisation's portfolio of work
- Developing a strong marketing strategy for the organisation
- Developing, implementing and monitoring the organisation's digital plan and new creative opportunities to use digital approaches to marketing and engagement
- Overseeing the community engagement strategy for Theatre Hullabaloo and its portfolio of work
- Ensuring that box office and income targets are met across the organisation's portfolio of work

- Ensuring that audience and community development initiatives reflect and strengthen the organisations strands of work, including learning and participation

Finance & Fundraising

The Executive Director, alongside the CEO/Artistic Producer, is responsible for the broader financial management of the company. S/he has lead responsibility for commercial and sponsorship relationships.

Budget Planning and Management

The Executive Director is responsible for;

- Preparing annual budgets for the organisation and its programme of work (with the CEO/AP)
- Scheduling expenses for all programmes of work and monitoring budgets
- Preparing and revising budgets to support the business plan (with the CEO/AP)
- Acting as Company Secretary, liaising with the Company's solicitors as well as with Companies House and the Charities Commission on all matters relating to the Company's charitable and corporate status;

Fundraising

The Executive Director is responsible for working with the CEO/Artistic Producer on fundraising initiatives and has specific responsibility for targets linked to corporate partnerships and sponsorship. S/he also is responsible for maintaining relationships with funders, partners and stakeholders and meeting reporting requirements linked to these. S/he has particular responsibility for;-

- Writing and developing the income generation strategy
- Initiatives to engage corporate donors
- Monitoring and development of individual giving schemes
- Development of new funding relationships with trusts and foundations
- Representation of the organisation within regional grant delivery bodies and associated fora
- Maximising and diversifying commercial income streams
- Monitoring and reporting against financial risk to the Board on a regular basis

Reports regularly to the Board ensuring that all statutory responsibilities are met and that the organisation's development is in line with its mission, vision and values.

All other duties as reasonably requested by the Chair of the Board of Trustees.

PERSON SPECIFICATION

Essential Criteria

- At least 3 years' experience in arts management/leadership position
- Strong budgeting and financial management skills
- Demonstrable capacity to lead, manage, motivate and inspire the team at Theatre Hullabaloo
- Ability to create and manage a wide range of strategic partnerships
- The ability to generate significant income from a range of sources – fundraising, earned income, commercial opportunities, commissioning
- Strong project management skills and experience
- Experience of managing lease and contractual partnership agreements
- Thorough understanding of the legal and statutory responsibilities of a small charity
- Experience in developing marketing and audience development strategies/plans, including driving growth in ticket sales and associated revenues
- Excellent interpersonal leadership, presentational and communication (both written and oral) skills
- The ability to act as an ambassador and advocate for the organisation and the sector at a high level
- A thorough understanding of the funding landscape, in particular the requirements of Arts Council England of its National Portfolio Organisations
- Experience in managing or working with Local Authority relationships

Desirable Criteria

- A commitment to and passion for theatre for young audiences
- Experience, at a senior level, of managing venue-based organisations
- Experience of working within a National Portfolio Organisation or similar
- Experience of Health and Safety responsibility for an organisation
- Experience of programming family events and activities
- An understanding of the North East cultural infrastructure

APPLICATION PROCESS

Please complete the Application Form and Equal Opportunities Monitoring Form that accompanies this application pack and send these to info@theatrehullabaloo.org.uk before the deadline detailed below.

Theatre Hullabaloo is an Equal Opportunities Employer and recognises the importance and advantages of diverse workplaces and communities. We particularly welcome applications from people of colour, those who identify as LGBTQI+, or are d/Deaf or disabled.

Please note that CVs will not be accepted.

Application deadline: 12 noon, Wednesday 30 October 2019

Interview date: Friday 15 November 2019

Informal conversation: If you would like an informal conversation about the role, please contact the office either by emailing info@theatrehullabaloo.org.uk or phone 01325 405680 and we can arrange for a conversation to take place with Miranda Thain, CEO/Artistic Producer.

PRIVACY NOTICE

Theatre Hullabaloo (TH) will collect and maintain some personal information about you throughout the recruitment and selection process. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. The full applicant privacy policy is on our website alongside the application pack



The Hullabaloo, Borough Road,
Darlington DL1 1 SG
01325 405680
info@theatrehullabaloo.org.uk
www.theatrehullabaloo.org.uk



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Theatre Hullabaloo is a trading name of Cleveland Independent Theatre Company
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