

# Head of Programming and Operations

<b>Reports To:</b>	Board of Trustees
<b>Location:</b>	The Flavel Arts Centre, Dartmouth
<b>Hours:</b>	37.5 hours per week (some evening and weekend work required)
<b>Line Manager:</b>	Chair of Trustees
<b>Manages:</b>	Staff and Volunteers

## Mission of the Flavel Arts Centre

The Flavel Centre is a charity, a cultural and community hub where the people of Dartmouth and beyond can enjoy the best of cultural provision from across the United Kingdom.

## Purpose of the Role:

The Head of Programming and Operations is responsible for the operational management of The Flavel Arts Centre and with the Board of Trustees, the strategic direction. The holder of this role will organise programming to maintain a diverse, inclusive, engaging and commercially viable range of events. The post holder will lead the development and implementation of policies, programme curation strategy and operational practices that align with The Flavel's mission and long-term sustainability.

This role combines leadership, business acumen and creative vision to ensure The Flavel remains a vibrant, accessible arts and community space.

## Key Responsibilities:

### 1. Strategic and Operational Leadership:

- Lead the overall management of The Flavel Arts Centre, developing with Trustees a sustainable business model in line with the strategic plan
- Work closely with the Board of Trustees to implement long-term strategies and goals for the growth and sustainability of the Centre
- Work with the Chair, Treasurer and Trust Accountants to ensure compliance with all legal, regulatory, and governance requirements, including charity law and financial reporting
- Identify new business opportunities and potential funding streams
- Monitor trends in the arts and cultural sector to ensure organisational relevance

### 2. Programming and Events:

- Curate and develop a dynamic, diverse and financially viable range of events including live performances, cinema, visual arts, and community-based activities to meet the objectives of the charity
- Ensure an effective balance of artistic, community, and commercial programming
- Negotiate contracts with artists, agents, and promoters to ensure financially sustainable bookings
- With Trustees analyse audience trends and financial performance to refine programming strategies
- Develop partnerships with local, regional, and national arts organisations

- Promote the Centre's role as a cultural and community hub, cultivating relationships with local schools, businesses, and community groups

### **3. Marketing and Communication:**

- Lead and collaborate on developing both brand and marketing strategies to promote and enhance both the mission and commercial operational success of the Flavel
- Lead on developing marketing campaigns for events and The Flavel as a venue
- Ensure an effective digital presence, including website, social media and email marketing
- Develop strategies to increase audience diversity and participation

### **4. Financial and Operational Management:**

- Collaborate with the Board of Trustees to develop the Centre's budget in line with strategic goals
- Work with the treasurer to monitor financial performance, control costs, and ensure operation within the budget
- Lead efforts to maximise revenue opportunities, ticket sales, and venue hire
- Lead strategies to increase earned income including memberships, sponsorships, and commercial opportunities
- Oversee daily operations and ensure the centre meets its strategic goals including building and infrastructure management, ensuring the centre remains safe, functional, and welcoming

### **5. Staff Leadership and Management:**

- Lead, motivate and support a team of staff and volunteers to deliver excellent customer service and operational efficiency
- Recruit, train, and manage staff members
- Support and guide the wide range of volunteer helpers and Associates
- Ensure clear performance objectives, development opportunities, and HR policies are in place
- Foster a collaborative, customer-focused culture across all areas of the organisation

### **Essential Skills and Experience:**

- Passion for the arts and community engagement
- A good academic record
- Experience in arts administration, venue management, or event coordination.
- Leadership and team management skills
- Excellent communication, interpersonal, computer skills and organisational skills
- Understanding of financial management and business planning

### **Benefits:**

- Salary: £40,000 pa
- Opportunities for professional development
- Engaging work environment in a vibrant arts community