

VALE OF GLAMORGAN FESTIVAL GENERAL MANAGER

Job Description and Person Specification

About the Festival

The Vale of Glamorgan Festival is a leading festival of contemporary music with an international reputation. It takes place annually in May. Its unique artistic policy is focussed exclusively on the work of living composers with programming following a 'composer portrait' format centred on a small number of featured composers.

The Festival is seeking a General Manager to work closely with the Artistic Director to build on its current position as it approaches an important milestone - its 50th anniversary in 2019.

- Accountability:** The role of General Manager is a freelance position reporting to the Festival's Artistic Director and Board of Trustees.
- Location:** The location of the post is deemed to be in Cardiff/Vale of Glamorgan and the post-holder will conduct the role from their own premises and be able to travel as required for meetings with the Artistic Director and to attend quarterly Board Meetings.
- Terms:** The post is offered as a freelance position based on a three-day week with a fee in the region of £18,000 per annum (plus expenses to be agreed) based on skills and experience.

Overall Purpose of the Post

The General Manager of the Vale of Glamorgan Festival is responsible for the overall delivery of the annual Festival. Working closely with the Artistic Director the post-holder will undertake all organisational duties to deliver the artistic programme including financial planning, legal management of the charity, relationships with key stake-holders and funders, fundraising, operational management and strategic development and overview of marketing.

KEY RESPONSIBILITIES

Financial Management

The General Manager will deliver sound financial management of the business and maintain close financial oversight of all areas of the business in line with strict budget targets.

Specific responsibilities include:

- Setting the annual budget in collaboration with the Artistic Director and maintaining budgetary control ensuring that the Festival programme is delivered to agreed targets.
- Undertaking the quarterly VAT returns using Sage accountancy software
- The preparation of documentation to enable the Festival accountant to prepare annual accounts
- Cash handling at events
- Processing of all Festival payments including issuing of invoices and contracts
- Preparation of Gift Aid claims
- Completion of online Annual Returns

Governance

Attendance at and reporting to quarterly Board meetings on all aspects of the operation and jointly with the Artistic Director, on areas of artistic activities and related matters, being secretary to the Board including the preparation and circulation of board agendas and papers.

Develop and implement appropriate policies and procedures across all areas of the business ensuring their regular review and implementation.

Fundraising

Formulating the annual fundraising strategy to achieve agreed targets.

- Preparing applications to the Arts Council of Wales, Vale of Glamorgan Council, and timely production of any requisite completion reports
- Researching and applying to relevant Trusts & Foundations and other grant-giving bodies and ensuring commitments are met for secured funding
- Devising and administering individual giving schemes each year around the artistic programme to include management of the Festival Friends scheme

Event planning and delivery

The General Manager oversees and organises all logistics of delivering the Festival on the ground – this represents a significant proportion of the role and includes the following:

- Communication with artists, venues, composer, arts and other organisations
- Negotiating and confirming all contract terms with the above

- Scheduling and organising all festival activity including events, rehearsals, transportation of artists
- Recruiting and overseeing the work of additional freelance staff including the Marketing and Press Staff, Technical Manager, Concerts Assistant and any volunteers as appropriate.
- Researching and contracting speakers/artists to undertake discussion events around the main performances
- Coordination of music for artists and instrument hires
- Booking accommodation for artists
- Briefing and communicating technical requirements to the Technical Manager
- Communication with schools and other organisations around the outreach programme
- All logistics around the Peter Reynolds Composer Studio including the recruitment of participants
- Securing licences as required for events
- Banking, cash handling
- Coordinating any festival launch events and receptions for sponsors/Festival friends
- Overseeing visa arrangements for international artists, including, where appropriate, issuing Certificates of Sponsorship via the UK Border Agency Sponsorship Management System

Monitoring and Evaluation

Formulation and delivery of event/programme evaluation including online audience surveys

Public Relations and Marketing

The General Manager will work with the Artistic Director to ensure festival activity continues to provide opportunity to meet audience development ambitions through programming initiatives. The General Manager will set the annual marketing budget and, working with the Marketing Manager, will review and input into the marketing strategy to ensure the continued growth of both the festival's profile and reach.

April 2017

GENERAL MANAGER - PERSON SPECIFICATION:

The General Manager is likely to have a degree or professional qualification, interest in and understanding of classical music and new music and several years' relevant arts/event management experience. The role requires a broad range of skills, experience and personal attributes including the following:

Experience & Skills

Essential

- Strong organisational skills
- Sound financial and planning skills and experience of creating and managing budgets
- Fundraising experience including applications to grant-giving bodies and servicing of funding agreements
- Excellent communication skills (written and verbal) and the confidence to deal with a range of stake-holders including funders, artists, venues, arts organisations as well as the general public
- Live music event management experience
- Understanding and experience of organising outreach activity
- Excellent administrative and computer skills and confidence in using a variety of IT systems to manage the business effectively
- **Holder of full driving licence and car owner**

Desirable

- Familiarity with and understanding of the culture of Wales
- Good contacts and networks in the arts profession and in Wales in particular
- The ability to communicate through the medium of the Welsh language

Personal characteristics

The successful candidate will be:

- Self-motivated and disciplined, able to work independently and pro-actively in situations requiring flexibility and creative problem solving
- Able to manage multiple priorities and work to and meet tight deadlines
- Enthusiastic, with a "can-do" attitude and willingness to be hands-on undertaking tasks at many levels as necessary for the successful delivery of events

Job Share

Given the range and diversity of the responsibilities of the General Manager position it is possible that we can consider applications from people who would like to undertake the role as a job share. In the event of such an application please indicate a division of all the roles and responsibilities between the job share candidates.

The Vale of Glamorgan Festival is committed to equal opportunities in all areas of its work and aims to ensure that everyone who applies to work with us receives fair treatment.

APPLICATION PROCESS

Your electronic application should be sent to Jennifer Hill at vogfestival@sky.com and should include:

- A letter setting out your relevant experience to date and how you meet the essential and desirable criteria (no more than 4 sides A4 please)
- A copy of your current CV, highlighting relevant work and skills, including two referees who will be approached only at the point of job offer

Applications should be submitted electronically by **5.30pm on Friday 12 May 2017**

Short-listed candidates will be contacted on Monday 15th May and will also be offered two complimentary tickets to a festival event of their choice in the 2017 festival (19th – Friday 26th May).

Interviews will take place in Cardiff on Wednesday 7 June.

For further information please contact Jennifer Hill on vogfestival@sky.com or 07891 765696.

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BACKGROUND

The Vale of Glamorgan Festival presents an annual celebration over a 1-2 week period each May featuring the work of *living* classical music composers – an artistic policy which sets it apart from any other festival in the UK. Bespoke concerts are performed by a roster of the highest quality UK and international artists presented in a range of distinctive venues across the Vale of Glamorgan and Cardiff from ancient churches to state-of-the-art concert halls, from stately homes to seaside piers.

The Festival was founded in 1969 by composer, John Metcalf (MBE) who remains Artistic Director to this day. Initially the programme featured a broad range of music from all periods however it was the bold decision in 1992 taken by the Festival to re-focus and present the music of living composers only which garnered the event international recognition and also the 1994 Prudential Award for the Arts.

Each year the festival presents in-depth profiles of the works of selected UK and international composers alongside works by the composers of Wales. These profiles have included the works of the likes of Steve Reich, Ross Edwards, Philip Glass, Giya Kancheli, Galina Grigorieva, Howard Skempton, Qigang Chen, Graham Fitkin, Sebastian Currier and Sir John Tavener among many others. As a result the festival has developed a truly international outlook, delving into the musical sound worlds of Australia, China, Denmark, Estonia, Latvia, Lithuania, Mexico and many other countries.

A great many of the festival's featured composers each year are present during the celebration sharing fascinating insights into their music with audiences and performers alike through workshops, rehearsals, talks and social events as well as ensuring authentic performances of their works. In 2016 for example Latvia's most celebrated composer Pēteris Vasks was resident throughout the festival taking part in talks including a seminar at Cardiff University providing insight into his life as a composer and how this was influenced by the restrictions of Soviet rule on Latvian citizens.

With much of the repertoire dating from the past ten years, the Festival seeks to influence and help shape the musical culture of our time not simply reflect it and as part of this vision each year we also commission from a range of UK and international composers. The 2016 festival marked the first year of a three-year commissioning programme of large-scale orchestral works developed with BBC Radio 3 and other international partners and was made possible by significant funding secured from the Hinrichsen Foundation. In 2016 Maxim Rysanov gave the premiere of a new Viola Concerto by Vasks to great acclaim, in 2017 a concerto for multiple amplified recorders by Graham Fitkin will be premiered and in 2018 a new work for chorus and orchestra by Qigang Chen. A range of smaller commissions are featured each year which in 2017 includes a distinctive work by Guto Puw for fairground organ and brass quintet to feature in a free concert in the Eastern Shelter on Barry Island with Onyx Brass which is an important part of our audience development strategy.

To make the most of the visits of our international performance groups each year we link them with partner organisations to offer a range of outreach activity. In a further new

development in 2017 the Festival has launched the Peter Reynolds Composer Studio in partnership with Cardiff University School of Music. 8 young composers are taking part in the inaugural programme and will shortly join us for seminars and individual sessions with visiting composers and to hear their works read-through and recorded by visiting ensembles, Grand Band (6 pianos) and Maryas Trio (piano, flute, cello). With an “Access All Areas” pass they will have the opportunity to attend rehearsals and concerts throughout the festival with excellent networking and career development opportunities through direct access to all the visiting artists, composers and industry professionals who attend the festival.

“Journey to 50” - 2018 and 2019 will be landmark years for the Festival. In 2018 we present our 50th programme and in 2019 our 50th Anniversary. A year-long celebration is planned from May 2018-2019 marking the history and influence of the Festival during that time and looking forward to the next 50 years. The “Journey to 50” will include a raft of activity to mark the moment and will include performances in the UK and internationally presented by partners under the festival banner, Keynote speeches and talks and the digitisation of the Festival archive are amongst other plans.

Staff Structure

The Vale of Glamorgan Festival is a Charity and Company Limited by guarantee. The Festival is led by the Artistic Director, John Metcalf and the General Manager responsible to the Board of Trustees. Press and Marketing support is provided by additional freelance consultants and further freelance technical and event management staff are engaged for the delivery of the festival each May.

Funding

The Festival secures funding on an annual basis from a range of sources, a mix of public funding, earned income and via applications to UK and international Trusts and Foundations and other grant-giving bodies. A Friends organisation forms the backbone of income from individuals.

Crucial to this support is the contribution by the Arts Council of Wales since the first days of the Festival and also the Vale of Glamorgan Council who have remained committed and significant supporters even given the pressure on local authority budgets in recent times.

Partnerships

The Festival has developed a wide range of much-valued national and international partnerships which enable us to invite to Wales exceptional composers and performers and to present our programme and outreach activity each year. The BBC National Orchestra of Wales remains our main orchestral concert provider presenting 1-2 festival concerts a year as well and collaborations with Welsh National Opera are part of our future plans. Key traditional concert venues include St. David’s Hall BBC Hoddinott Hall and the Royal Welsh College of Music & Drama alongside a great range of community venues spread across the Vale of Glamorgan and Cardiff.