

the HORTON

Centre Director

Job Description

Reporting to: Board of Trustees

Responsible for: Eventual team of around 6-9 FTE

Purpose:

To run The Horton – a new arts and heritage centre, taking responsibility for the strategic leadership and overall management of this exciting and imaginative venue. This post reports directly to the Board of Trustees. The Centre Director will ensure the sustainability, growth and development of The Horton in accordance with the trustees' aims and objectives.

The Centre Director will support and promote the delivery of a proactive, friendly and professional welcome to all our visitors and audiences, overseeing the Front of House (FOH) environment and public realm as required.

Key responsibilities:

1 - Leadership and Management

- Enhance The Horton's reputation and deliver a high-performance culture, supporting the team through times of change and development.
- Hire, motivate, manage, appraise, train and develop staff, volunteers, interns and apprentices with special focus on results, customer satisfaction, creativity, flexibility and teamwork, based on our core values.
- Promote the interests and achievements of The Horton to stakeholders, funders and the community at large, including a positive and professional presence at significant decision-making forums and an enthusiastic "can-do" attitude.

- Manage delivery of the business plan and projects, with a specific focus on working towards our strategic objectives, audience development, artistic and fundraising priorities.
- Responsibility, through the oversight of other staff, for the management of the building and grounds e.g. facility management, health & safety, insurance, filing reports, incident reporting, liaison with police, first aid, utilities, emergency planning, fire drills, evacuation procedure, security.
- Provide advice, guidance and support to the Board of Trustees, including attending all meetings and keeping them informed of key issues.
- Manage the ongoing development and implementation of policies and procedures across the organisation, keeping up with legislative requirements.
- Ensure the building's heritage is maintained and its role as the only remaining public building from Epsom's former hospital cluster is recognised.

2 – Funding, Financial and Risk Management

- Oversee and lead on successful relationships with our core funders working with the Business Development & Marketing Manager on the fundraising strategy, building relationships with key and high value donors, and diversifying income generation.
- Ensure productions and projects are realistically costed and are feasible within available budgets and to set ticket prices within the sustainability of The Horton as defined by the Trustees.
- Work with the hospitality manager to ensure that project's hospitality offering is effective and profitable.
- Ensure that appropriate financial controls, targets and other internal performance measures and KPIs are in place to deliver plans and budgets. This to include ensuring payroll, pension contributions and other staff financial matters are carried out effectively.
- Oversee all fund development efforts including:
 - researching and implementing opportunities to maximise income generation.
 - applying for unrestricted and project funding from public and private sources.
 - evaluating projects and reporting back to funders.
 - planning community fundraising activities.
 - writing quarterly email newsletters and hosting briefing and other events.
 - training staff and trustees to support in the future development and delivery of the Fundraising/Income generation strategy.

- Work with the Heritage and Events Administrator to manage all areas of The Horton's financial administration including setting budgets, reviewing management accounts, meeting and reporting to the Trustees.

3 - Artistic and Cultural Direction

- Plan and deliver a vibrant, balanced programme across multiple art forms to include social and community outreach, a performance programme, creative learning, heritage, and a gallery and exhibitions schedule.
- Oversee the communication with artists and agents including booking acts and managing finances.
- Regularly attend a range of The Horton's events, meeting customers and reviewing the programme.
- Set appropriate financial and audience targets for events.
- Support the Arts & Heritage Intern and the Business Development and Marketing Manager in the programming of in-house workshops and heritage events.
- Support the team in the development and delivery of the outreach programmes.
- Work with partner organisations to build a programme of fit for purpose events both within the building and in outreach projects.
- Effectively communicate the artistic and heritage plans to the staff and volunteers, including hosting briefing events and supporting the staff in the delivery of the programme from marketing to duty management.
- Commission projects and conduct conferences, giving talks and introductions to students, conducting open days as appropriate.

4-Marketing

Drive a consistent focus on marketing and communication from imaginative strategy to polished execution including:

- work with the Business Development and Marketing Manager to ensure best use of data and the annual evaluation of the marketing KPIs.
- act as a champion for The Horton's brand and image, undertaking marketing activities including press interviews as required.
- work with the team to improve customer service, ensuring that customer/client issues are dealt with courteously and promptly.
- have final sign off on press liaison except where delegated to the Business Development and Marketing Manager.
- represent The Horton on relevant forums and networks.

5 - Heritage

Develop The Horton's permanent heritage exhibition into a first-class attraction, to include the history of mental health in the surrounding area, the building's role in this history, and details of personal histories.

Other duties

- Draft returns to the Charity Commission within stipulated deadlines for sign off by the Trustees.
- Chair regular staff meetings, and work with the rest of the staff to ensure that The Horton provides an excellent experience for all customers.
- Evaluate all programmes, in a responsive and active way, incorporating reviews into future strategy and planning.
- Manage the building and premises, with day to day delegation to the Facilities Manager for all legal, health and safety and hygiene requirements, effective house-keeping and planned maintenance, and raising funds for appropriate improvements and renewals of fittings and equipment.
- Abide by The Horton's policies and procedures including all aspects of legislation and licences including HASAW, Theatre Act, Equality Act, GDPR, Safe Guarding, Equal Opportunities and the Licensing requirements.
- Raise the profile of The Horton towards being a high-quality destination with an innovative arts programme.
- Any other duties that may from time to time be reasonably required to ensure the successful running of the organisation.

Person specification

Essential attributes:

- A minimum of five years' professional arts management experience including any arts centre development from small beginnings.
- Experience of theatre, cultural and exhibition programming.
- Experience of leading a team and managing staff.
- Excellent communication skills and attention to detail.
- A strong commitment to The Horton's mission and core beliefs.
- A good knowledge of the arts sector and current cultural trends.
- An ability to multi-task and work under pressure and willingness to work a range of hours.

Desirable attributes:

- Knowledge of The Horton and its programmes of work
- Experience of managing a cultural venue or public building.

Outline of Terms & Conditions

Salary:	£35,000 - £40,000 dependant on experience
Hours:	35 hours per week, with some evening and weekend work as required
Annual Leave:	28 days in the first year – pro rata, including bank holidays, increasing with length of service thereafter
Pension:	Statutory minimum contributions into a defined contribution scheme