

# Get Creative Manager

## Leading the home of creative aspiration

### YOU'LL BE RESPONSIBLE FOR

Co-developing the expanding work of the Creative Department which engages over 11,000 young people & 400 artists each year. With the guidance of the Deputy Creative Director, lead an inclusive programme of work across Cornwall's primary and secondary schools and education providers. Striving to engage with every school in Cornwall, providing CPD for teachers, supporting MATs/schools/colleges to achieve their creative curriculum visions through our partnership schools' programme. You'll support artists and creative arts organisations to achieve their full potential by forging networks, leveraging funding and delivering strategic programmes. You'll shape, lead and develop our thriving outreach programmes including HfC Youth Theatre & Dance, bringing the best industry knowledge in relation to young people's development, learning, co-creation and training.

### WHAT YOU WILL DELIVER: IT'S ALL ABOUT...

#### ...leading the customer experience

Refine, develop and implement the strategy for schools and education in our region, ensuring high quality practice through benchmarking, evaluation and training.

Be the proactive and knowledgeable point of contact for our partner schools.

Support and lead our out-of-school provision through continuing to develop our thriving youth theatre, youth dance and tech training programmes.

Facilitate, nurture and develop the practitioners who deliver the work.

Plan and deliver CPD for all education providers across all the programmes.

#### ...leading programme activity

Be the Partner Schools Lead- & Royal Shakespeare Company Associate Schools Lead - liaise with the 18 HfC partner schools & 12 RSC Associate Schools for all their support needs identified with programmes agreed and budgeted for.

Recruit, fundraise, manage budget, contract freelances and match people to schools.

Lead the work experience programme.

Develop, grow and champion company-wide behind the scenes visits and shadowing opportunities for young people.

Prepare, monitor and update the programme budgets ensuring activities are kept within budget.

#### ...managing sustainable programmes

Keep up to date with current educational priorities and pressures and national policies and trends.

Evaluate and produce detailed and engaging case studies for participants and schools and national publications.

Liaise with partners

#### ...developing the business

Understand and develop schools and education networks across Cornwall - always keeping them driving forwards.

Grow HfC's reputation nationally as a beacon of support, a hotbed of creativity and a place artists and young people aspire to work with.

Public speaking and presentations - attend conferences and advocacy.

Develop learning packages that accompany theatre visits.

Research and identify relevant opportunities to develop and build income through participatory and school projects.

#### ...organising people

Work with colleagues for a cohesive department. Engage, supervise and monitor a pool of freelance staff.

You will treat others with kindness and respect and be an open communicator with excellent interpersonal skills and a positive, can-do attitude.

Reliable and flexible, you will be prepared to work as required to support colleagues in all departments.

You work well under pressure, supporting delivery collectively to get the job done. You naturally understand that good teams are diverse teams, and at HfC 'we're all in!'

#### ...making the link to our charitable purpose

Ensure customers, associates and partners have the opportunity to understand and value our work.

Support HfC teams to achieve the business targets built into our strategies and be proactive in making connections and introductions.

Deliver feedback that can be used in a range of ways, from funding papers, to social media, to marketing campaigns - to best tell the stories of the department.

## ROLE PROFILE

### SCALE AND SCOPE OF THE ROLE

Reports to	Deputy Creative Director
Financial responsibility	Approving freelancer invoices and assisting with budget setting and management
Line management	Supervision of freelance and casual staff
Area of impact	Work strategically in the public facing environment of youth theatre dance, and behind the scenes with schools, education providers, the local authority and regional partners.
Nature of impact internal	Whole staff team advocacy for the department's work and understanding of our charitable aims.
Nature of impact external	Representing HfC in all education settings across Cornwall in and out of school. Supporting the goal to engage 11,000 young people.

### KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED

#### Essential

Degree or equivalent knowledge  
 Teaching and classroom experience  
 Youth provision delivery experience  
 A creative and entrepreneurial approach and the ability to think and plan strategically and anticipate future issues and opportunities  
 Ability to work collaboratively in a complex organisation and with partners who sometimes have competing priorities  
 A highly effective team player  
 Exceptional interpersonal skills with a resilient approach to negotiation and problem solving  
 A high level of personal effectiveness – able to plan, prioritise, deliver exceptional work to deadlines  
 Full driving licence and use of vehicle  
 Clear DBS check

#### Desirable

Experience of using digital innovation, and content to drive engagement  
 An awareness of issues of equality and cultural diversity as they inform HfC activity  
 Experience of managing developmental work

### HFC VALUES: HOW WE BEHAVE

When it comes to the future of Cornwall, to entertaining our diverse audience, to meeting people as they are and providing everyone with opportunities to experience the thrill and power of performance, **we're all in.**

#### Passion

We are dedicated, brave, heartfelt, loving.

#### Empathy

We are considerate, open, understanding, inclusive.

#### Grit

We are determined, tireless, grounded, focused.

#### Gusto

We are playful, enthusiastic, imaginative, hungry.