



Post of Festival Director Application Pack

Thank you for your interest in the post of Festival Director for The Cumnock Tryst.

This pack contains all the information that you need to understand what we are seeking in a candidate, what the role entails and the skills and experience we are seeking from our first Festival Director.

If you would like an informal and confidential conversation about the post, and/or a copy of our 2017-2021 Business Plan, EPIC: Enthralling People Invigorating Communities, then please email Lynne MacMillan - lynne@thecumnocktryst.com

To submit an application you are required to complete and return the following by email to lynne@thecumnocktryst.com

- An up to date CV
- A covering letter (no more than two sides of A4) outlining why you want this role, what experience you can bring to the organisation and how you will meet the key duties and responsibilities of the post.

Salary: Fee: £45,000 - £50,000 per annum (pro rata, 0.6 FTE) depending on experience

Application deadline: 5pm on Wednesday 8th November 2017

Date for interviews: Interviews will be held the week beginning 27th November and 4th December, please let us know if there are any dates that you are not available in your cover letter

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Festival Director, The Cumnock Tryst

Fee: £45,000 - £50,000 per annum (pro rata, 0.6 FTE) depending on experience

Length of contract: 12 months freelance (extension depending on funding)

We are looking for an inspirational, dynamic, creative, hard-working strategic thinker to become our first Festival Director.

You will have a passion for music and its transformational power on people and places. Your natural flair for cultural administration, the ability to deliver high quality cultural programmes; combined with motivational leadership qualities, is what we need to deliver our vision.

The successful candidate will thrive on the challenge of ensuring long-term sustainability, bringing world class music to unexpected places, and will have the courage to lead the organisation into its next phase of growth and development without losing sight of our artistic vision, values and history.

This is a great opportunity for an ambitious self-starter to work with a small dedicated team, a supportive board of trustees, and one of the world's leading composers, Sir James MacMillan.

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THE CUMNOCK TRYST

The Cumnock Tryst's inspiring vision is to be a world-class and award winning music festival with an exemplary year-round community engagement programme - making Cumnock a world renowned cultural destination.

We intend to build one of the UK's most respected and innovative place-based contemporary classical music festivals by providing uplifting experiences, thrilling audiences, contributing to learning, connecting with communities and contributing to local regeneration and the economy.

BACKGROUND

The Cumnock Tryst is a Scottish Charitable Incorporated Organisation, founded and established in 2013 by Sir James MacMillan CBE.

We launched our programme of activities in 2014, establishing an annual festival of music which has grown in terms of popularity and success year-on-year.

The festival's name was inspired by a piece of music James wrote in the 1980s - the setting of William Soutar's love poem, *The Tryst*. *Tryst* is an old Scots word which means a meeting place, or a romantic rendezvous. The town of Cumnock itself ties into this sense of coming together as its Gaelic name, *comunn achadh*, means place of the confluence, as the town sits where the Glaisnock River and the Lugar Water meet. The Cumnock Tryst is a meeting place for music-lovers all year-round.

Cumnock is not a place where you would expect a festival of classical and contemporary music to take place. We bring world-class performers into the heart of a community that for many years has been forgotten and suffered serious economic decline. Our activities help create a sense of local pride in a community that has experienced significant infrastructural changes in the post-industrial period and closure of the local mining industry.

The Cumnock Tryst serves a broad community both locally, nationally and internationally. We place parity on the professional programme, community engagement and our responsibility for social renewal. We bring some of the world's greatest musicians into local schools, churches and halls through our annual festival and growing year-round programme of activities. We place Cumnock and the surrounding communities across the Ayrshire region at the heart of all our activities, and work with them to ensure their experiences are valuable and meaningful. This year's festival was from 28 September – 1 October, 2017.

This year has seen some notable successes, including winning the 'Placemaking' Award at the 30th annual Arts and Business Scotland Awards with our business partners MacRoberts LLP. The festival which has just passed was most successful yet, with 4* and 5* reviews in national media, sold out concerts and hugely positive responses from audiences and participants alike.

THE PERSON

We are seeking to appoint our first Festival Director, who will have a proven track record and flair for cultural administration and strategic planning, coupled with a passion for music and the ability to deliver a world class programme of concerts and events.

We are seeking someone at the top of their game, who can provide the motivational leadership for our team to deliver our ambitious vision and strategic aims. (Please email lynne@thecumnocktryst.com for a copy of our 2017-2021 Business Plan, EPIC: Enthralling People Invigorating Communities).

The Festival Director will lead the festival team with passion and pragmatism. They will be a champion and advocate; inspiring stakeholders and partners to invest emotionally and financially in our work. They will have the ability to share responsibilities appropriately for organisational management, partnership work, artistic and business planning across a small team.

The successful candidate will thrive on the challenge of ensuring the long-term sustainability of the organisation and have a thirst for raising the local, regional and national profile of our work. We are looking for someone with the courage to lead The Cumnock Tryst into the next phase of its development without losing sight of our artistic vision, values and history.

JOB DESCRIPTION

POST:	Festival Director (1 year fixed term freelance contract)
REPORTS TO:	The Board of Directors
RESPONSIBLE FOR:	The Festival Director will lead a review of our current staff structure which currently consists of a small team of freelancers
PRINCIPLE PURPOSE:	To inspire, lead, manage and create the conditions for the long term sustainability of the organisation
SALARY:	£45,000 - £50,000 (pro rata, 0.6FTE) depending on experience

Purpose of the role

To inspire, lead, manage and create the conditions for the long term sustainability of the organisation. The Festival Director is responsible for delivering the vision, mission and strategic priorities identified in the organisation's 2017-2021 business plan - EPIC: Enthralling People Invigorating Communities.

They will work closely with the artistic director, making a significant contribution to artistic planning and shaping the organisation's year-round programme of events and activities. The Festival Director will have overall responsibility for all aspects of the Festival and year-round programme from concept, development, programming, delivery and evaluation. They will have a hands-on approach to administration, production planning, marketing, fundraising and financial management as part of a small dynamic team.

Principle duties and responsibilities

Leadership

- Provide leadership and, with the Artistic Director, inspiration for the organisation
- Lead the implementation, and monitoring of the delivery of the EPIC business plan
- Provide clear leadership, motivation and direction to The Cumnock Tryst team
- With the artistic director, be the organisation's representative and spokesperson with the media, funders, partners and stakeholders

Ensure the organisation is flexible and adaptable to change; implement change where needed to ensure the organisation remains resilient and sustainable

Organisational management

- Ensure the efficient, effective and professional management of all resources

- Manage the organisation's team, including staff, self-employed consultants, and volunteers
- Lead, develop, manage and undertake annual performance development reviews
- Develop and manage new projects to meet identified needs, and lead on and oversee applications for funding
- Ensure the organisation is flexible and responsive to exploring new opportunities as they arise, without impacting on delivering planned work
- Ensure that appropriate data collection, evaluation and monitoring processes and systems are in place to measure success
- Compile and report back to funders and trustees on the delivery of intended outcomes
- Analyse evaluation findings to refine existing activities, shape new programmes of work and inform effective decision making
- Provide the Board with regular reports on all operational and financial matters
- With the artistic director report to the Board on the artistic programme
- Report to and consult with the Board on staff issues and policies
- Ensure the organisation has an up to date risk register with annual reviews
- Co-ordinate and oversee all aspects of recruitment

Programming and operational

- With the artistic director devise an ambitious and imaginative festival and year-round programme within budget and with clear objectives
- Identify and progress artistic collaborations and partnerships
- Lead the organisation in the scheduling and delivery of the artistic programme
- Deliver a festival and year-round programme that is marketable to a wide demographic and has artistic credibility with peers and the wider creative sector
- Negotiating, writing and finalising contracts with artists, venues and other participants
- Work with a wide range of venues and spaces as appropriate for the artistic programme
- Work with the Festival Administrator to develop a festival and year-round programme delivery and management plan
- Ensure that Health and Safety, Child Protection, risk assessments, insurances, licenses and all other relevant legislation is adhered to, and in place at all times

Compliance and financial management

- Ensure the finances of the organisation are adequate to deliver its operational plan within a balanced budget
- Keep up to date with ALL relevant legal, employment, financial and charity compliance regulations and reporting requirements

- Control and oversee the day to day financial management of the organisation and ensure the required checks and balances are in place to mitigate against fraud, misappropriation of funds, embezzlement
- Create and monitor an annual budget in consultation with the Board
- Develop and implement a strategic fundraising and income generation strategy

Networking and profile

- Keep up-to-speed with relevant local and national policy developments; horizon scan, ensure future positioning and secure associated resource generation opportunities
- Play a lead role locally, regionally and nationally in artistic and cultural networks
- Nurture, maintain and seek out key partnerships and collaborations to help the organisation achieve its' mission
- Oversee the creation and delivery of marketing and communication objectives by working closely with the freelance marketing and PR freelance role
- Extend the festival and year-round programme's reach to new audiences

PERSON SPECIFICATION

The Festival Director will be an inspiring and experienced organisational and artistic leader, with vision and bags of energy. They will have a wide knowledge of the arts, particularly music and music education, on a national and international level with established contacts and networks.

Essential criteria

- Ability to act as a champion and advocate for the organisation with a wide range of stakeholders
- A track record of delivering ambitious, exciting and accessible artistic programmes
- A strategic thinker with excellent organisational planning skills; combined with a 'hands-on can-do' approach to festival/event management
- Experience of leadership and management of an organisation or department within a large organisation
- Outstanding project management, evaluation and monitoring skills
- Programming experience
- Effective people management skills
- Ability to work co-operatively
- Experience and knowledge of programming and delivering high quality cultural programmes
- Understanding of funding streams in Scotland and a track record of securing investment from trusts, foundations and public funds
- Excellent financial management skills, setting organisational budgets and monitoring cashflow

- Ability to analyse data, reports and findings to inform decision making
- High level of personal, written and verbal communication skills
- Good attention to detail, high standards of accuracy and a natural completer/finisher
- Ability to identify marketing and PR outputs
- Track record and skilled in building and maintaining working partnerships across voluntary, private and public sectors
- Commitment to providing a high quality service
- Commitment to and understanding of equality and diversity issues
- Good understanding of the impact of cultural activity, socially and economically
- Excellent computer skills (Microsoft Office - Word, Excel, Outlook, Powerpoint)
- Self-starter with strong self-motivation and ability to manage own time effectively
- Strong, creative, problem solving skills
- Full clean driving license

Desirable criteria

- Knowledge and experience of working with national and international networks
- Event logistics
- Generating sponsorship, business, individual and other philanthropic giving
- Marketing, including understanding of social media
- Working with volunteers, coaching and mentoring

CONDITIONS OF CONTRACT:

- Salary:** £45,000 - £50,000 (pro rata, 0.6FTE) depending on experience
- Contract:** 1 year fixed term freelance, renewable depending upon funding and/or performance
- Hours:** 24 hours per week (3 days - working day is 8hrs). However, as would be expected with the nature of this work, flexible working is required including evening and weekends on occasion. Normally you will bear your own expenses.
- Notice:** 4 weeks' notice is required and will be given