



JOB PACK INTRODUCTION

NORTH LANDS CREATIVE – DEVELOPMENT MANAGER

Thank you for your interest in the post of Development Manager. North Lands Creative (NLC) is currently seeking to recruit a dynamic, experienced and enthusiastic person to join our team to be responsible for the programmatic and institutional marketing of the organisation, and assist the Director to strengthen the organisations fundraising initiatives.

This is a managerial position with one of the world's most prestigious centres for the study and development of glass as an artform, providing excellent facilities, opportunities and inspiration to artists working with glass from all over the world. One of Creative Scotland's Regular Funded Organisation and supported by Highlands & Islands Enterprise, NLC plays a special part in the artistic fabric of the area.

Terms & Conditions

Salary:	£25,000 per annum
Pension:	North Lands Creative offers a contributory pension scheme.
Probationary Period:	There will be a probationary period of 6 months. If successful, the post holder will then be appointed subject to satisfactory performance.
Annual Leave:	In respect of a full year's service the post is awarded 20 days per year plus public and local holidays
Recording:	All employees of North Lands Creative fill in weekly time sheets.
Nature of Work:	Evening and weekend work will be a feature of this role, therefore time off in lieu is given.

Information included in this document:

- 1 Job Description
- 2 Person specification
- 3 Application Form
- 4 Equal Opportunities Monitoring Form
- 5 An overview of North Lands Creative and the arts and culture in Caithness
- 6 Staff Structure diagram

For up to date information on North Lands Creative events please visit the website www.northlandscreative.co.uk

To apply, please complete an application form and include a covering letter explaining why you feel you are suited to the role to director@northlandscreative.co.uk

The closing date is 5pm on Wednesday 27th of June.

JOB DESCRIPTION

JOB TITLE: Development Manager
REPORTING TO: Director
LINE MANAGER: Chief Operating Manager

JOB SUMMARY

To be responsible for the programmatic and institutional marketing of the organisation, and the strengthening of the organisations fundraising initiatives.

MARKETING

- Lead, develop and implement all institutional and programmatic marketing campaigns for the organisation including online and print campaigns, in line with objectives and agreed budgets.
- Manage the Operations Assistant marketing and development duties to help reach the company's marketing goals and objectives.
- Strengthen NLC promotional and communication strategies to communicate the impact of our work to media, the public, audiences, supporters and all stakeholders.
- Develop and implement an annual social media strategy in line with the overall marketing strategy.
- Coordinate website management, social media, mailing lists and e-newsletter including creating content for all.

REPUTATION BUILDING

- Managing all aspects of media relations including press coverage, reviews and profiles through broadcast, print and online content.
- Build international recognition through editorial in international press and art journals.
- Coordinate media coverage tracking.

REPORTING

- Manage and report data captured across all methods of audience engagement to the Director, Board subcommittee (Fundraising, Marketing & Development) including website and social media analytics.
- Report quarterly on marketing strategies and achievements using analytics and social media insights.

FUNDRAISING

- Research and develop a new Local Fundraising Strategy to achieve agreed targets from local business and trusts and foundations including renewables community benefit funds, local event campaign and prospects.
- Nurture a culture of fundraising as part of NLC ethos, achieved through the establishment of an effective support structure to deliver on the fundraising strategy.

- Increase income generation to diversify funding streams to support work across an exciting portfolio of artistic programmes at NLC, including supporting retail and sales opportunities at NLC.
- Ensuring the delivery of agreed benefits (e.g. branding, PR, and hospitality) to stakeholders, sponsors, major donors, and members ensuring positive and beneficial relationships are maintained and developed.
- Identify and participate in networking, fundraising and promotional opportunities, representing the organisation at external events as required **Be the main contact** point for selected sponsors, nurturing relationships and ensuring that excellent customer service is provided.

SUPPORTERS CLUB

- Develop, manage and promote NLC Supporters Club programme and increase income to through targeting new supporters at all levels and achieve annual targets set.

MEMBERSHIP

- Develop, manage and promote NLC Membership programme and increase income to through targeting new members at all levels and achieve annual targets set.

FUNDING APPLICATIONS

- Assist the Director with preparation of annual and seasonal funding grant applications and proposals.

HEALTH & SAFETY

- To carry out health and safety duties as specified in the organisations safety statement, with a particular focus on H&S relating to the gallery and office reception area.

OTHER

- Maintaining confidentiality in all issues relating to the work of the organisation.
- To carry out these and other appropriate duties and responsibilities assigned by the Board and Management.

PERSON SPECIFICATION

Factor	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Ability to create and implement strategic plans • A proficient and confident networker and ambassador, able to build strong working relationships with external partners/ organisations and supporters. • Excellent organisational and team-working skills • Financial literacy, general business acumen and strong analytical skills • Excellent written, verbal and presentational skills. • Good interpersonal, negotiating and influencing skills with a wide range of people • Income generation, preferably within a business enterprise culture • Full clean driving licence 	<ul style="list-style-type: none"> • At least 5 years experience in sales, marketing, communications and/ or fundraising experiences in a related field. • Track record of generating significant sums from a variety of sources including corporate bodies, individual donors, trusts and foundations and community benefit funds. • Evidence of technical analytical planning skills to support audience research and development.
Knowledge	<ul style="list-style-type: none"> • Knowledge of the creative sector environment and networks. • Currency of knowledge around social media platforms, best practice and audience engagement techniques. • An understanding of donor development principles and techniques and a current knowledge of potential sources including incentives for giving to charitable organisations. • Working knowledge of using IT: CRM/contact databases, the Microsoft Office Suite, and a good grasp of digital, online and social media communications. • Budget management including budget setting and associated financial planning 	<ul style="list-style-type: none"> • An appreciation of current trends / practice in arts fundraising in Scotland / UK • Knowledge of charity governance and protocols.
Competencies e.g. problem solving, people management, team skills, customer service skills	<ul style="list-style-type: none"> • Results orientated approach to work: self-motivated with ability to plan and manage own workload • Un-phased by building relationships and working in partnership with people in public office, the public eye, or at the highest levels of business. 	
Education and qualifications as necessary for job performance	<ul style="list-style-type: none"> • Experience of working in a similar role at a similar level and/or educated to degree level in a related discipline 	<ul style="list-style-type: none"> • Senior Management training / qualifications. • Qualification at BA or higher in fundraising, marketing or communications.
Experience	<ul style="list-style-type: none"> • A track record in developing and delivering fundraising and / or marketing strategies and plans that support organisational growth. • Proven track record of marketing; development and/or fundraising • Proven track record in working towards and exceeding income generation targets • Experience of the creation of account 	<ul style="list-style-type: none"> • Evidence of fundraising success from a diverse range of funding sources including trusts, businesses, community/events, and statutory fundraising. • Proven track record of monitoring and evaluating outputs and outcomes • Experience in collaborative / partnership working with other organisations.

	<p>pipelines, supporter journeys, corporate proposals and all related correspondence and planning.</p> <ul style="list-style-type: none">• A familiarity with the arts or cultural sector in the UK, especially in relation to funding structures and policy development	<ul style="list-style-type: none">• Understanding of potential funding sources• Proven track record in effectively coordinating the fundraising or marketing function of a charity / same sector organisation
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APPLICATION FORM

POSITION DETAILS	
Post Title	

PERSONAL DETAILS (use BLOCK LETTERS or TYPE)	
Surname	Fore Names
Address for Correspondence:	Home Address (If different from previous)
Contact Details: Home Telephone No: Mobile No: Email Address:	
National Insurance number: Do you require a permit to work within the EU? YES / NO (if yes please give details):	
Do you have a full current driving licence and use of a car for business purposes, or access to a form of transport that will allow you to meet the requirements of the role in full? YES/ NO	
Please detail below any special arrangements or adjustments that may be required should you be called for interview.	

EDUCATIONAL INFORMATION				
A. University or Other Third Level Institution				
Qualification Obtained	Academic Institution	Dates From	To	Results

B. Second Level / Post Primary				
Name of School / College	Dates From	To	Certificate or Diploma Obtained	Results

C. Other Qualifications: Include Memberships/Fellowships/Relevant Training Programme

Candidates will be required to produce evidence of qualifications on appointment

EMPLOYMENT HISTORY (please list positions held, starting with the most recent first)

Name and Address of Employer and Nature of Business	Position Held – Job Title and Nature of Duties	Dates From To	Reason for Leaving

Please outline how you meet the essential criteria outlined in the Person Specification and Job Description for this post (continue on a separate sheet if necessary)

Please outline how you meet the desirable criteria outlined in the Person Specification and Job Description for this post (continue on a separate sheet if necessary)

SALARY, NOTICE PERIOD AND REFEREES

Current salary/ package:

Expected salary/ package:

Period of notice required by current employer:

Referee 1:

Referee 2:

Referees will not be contacted without your prior consent and only following a provisional offer

DECLARATION

I hereby declare that the foregoing detail and evidence is a true and accurate reflection of my experience, qualification and skills. I understand that to give false information or to willfully suppress and material fact may result in my disqualification from the recruitment process or dismissal if appointed.

Signed:

Date:

Return of applications:

Please note that completed applications will only be accepted by email to director@northlandscreative.co.uk

It is the responsibility of the applicant to ensure the application form is received in sufficient time to meet the closing date of Wednesday 27th of June.

EQUAL OPPORTUNITIES MONITORING FORM

North Lands Creative are committed to equal opportunities in our recruitment process for board and staff and in order to find out how well we are doing with this we need to collect monitoring data. This monitoring form is voluntary but the information we collect here is very useful to us as it helps us to make sure that we are an inclusive employer and to find out if our workforce is diverse. The information you supply on this form will be kept confidentially.

How did you find out about the position for post/ board membership? (delete as appropriate)

- North Lands website
- Online publication/job-board (please state):
- Printed publication (please state):
- Agency (please state):
- North Lands networks (please state):
- Social media (please state):
- Other (please state):

Your ethnic origin

These categories are based on the Census 2011 categories and recommended by the Commission for Racial Equality.

Asian, Asian British, Asian English, Asian

Scottish, or Asian Welsh

- Asian / Asian British
- Bangladeshi
- Chinese
- Indian
- Pakistani
- Other Asian background (specify if you wish):

White

- British
- English
- Gypsy or Irish Traveller
- Irish
- Scottish
- Welsh
- Other White background (specify if you wish):

Black, Black British, Black English, Black

Scottish, or Black Welsh

- African

Mixed

- White and Asian
- White and Black African

Caribbean

White and Black Caribbean

Other Black background (specify if you wish):

White and Chinese

Other mixed background (specify if you wish):

Other ethnic group

Prefer not to say

Arab

Other ethnic group (specify if you wish):

Your gender

Male

Female

Prefer not to say

Have you ever identified as transgender?

Yes

No

Prefer not to say

Your age

Date of Birth:

16 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65+

Prefer not to say

Your sexual orientation

Bisexual

Gay man

Gay woman/lesbian

Heterosexual/straight

Other (specify if you wish):

Prefer not to say

Marriage and civil partnership

Single

Married/in a registered same-sex civil partnership

Separated, but still legally married/in a registered same-sex civil partnership

Divorced/formerly in a same-sex civil partnership which is now legally dissolved

Widowed/Surviving partner from a same-sex civil partnership

Prefer not to say

Your religion or belief

No religion

Buddhist

Jewish

Muslim

- Christian
- Hindu

- Sikh
- Other (specify if you wish):
- Prefer not to say

Your experience of mental health problems

Would you describe yourself as someone who is experiencing or has experienced mental health problems?

- Yes.

Please state how North Lands can support you in your employment:

- No
- Prefer not to say

Disability

The Equality Act 2010 defines a disabled person as someone who has a physical or mental impairment, which has a substantial and long-term adverse affect on their ability to carry out normal day-to-day activities.

Do you consider yourself to be disabled?

- Yes.

Please specify:

- No
- Prefer not to say

OVERVIEW

Vision

An international centre dedicated to the study and development of glass as an artform, the wider creative industries and culture in Caithness.

Mission

To nurture and support excellence and experimentation in the creative use of glass in all forms of art and design by artist, creative industries and our community, inspired by the wild and dramatic landscape of Caithness.

Aims

- Integrate the principles of sustainable and environmental development into all functions of North Lands Creative;
- Develop the understanding of and the engagement with North Lands Creative;
- Develop North Lands Creative visitor and participant numbers;
- Develop North Lands Creative programme activity, studio provision and services;
- Develop the profile and awareness of North Lands Creative.

Objectives

- Provide an accessible studio for contemporary art, craft, design and education in which artists, designers and creative businesses, their ideas and their work are the focus of activities;
- Broaden the audience for artists, designers and creative businesses and engage people in the ideas, practices and issues effecting creative businesses and their work;
- Promote diversity and equality of opportunity within the creative industries sector;
- Engage people in the creative process of making and supporting people who wish to pursue a career in contemporary glass and the wider creative industries;
- Contribute to artistic debate and facilitate the making of work that extends and adds to contemporary art practice.

North Lands Creative is situated in Lybster, a small fishing village in the far North Highlands which is one of Europe's most fragile areas, described as vulnerable due to the decline and erosion of its facilities and services.

The organisation play an important role in the cultural, social and economic landscape of Caithness, providing employment, training opportunities and in bringing national and international visitors to the area who make use of local businesses and support community activities.

Culture is central to the local community's quality of life and wellbeing, it largely defines the identity of Lybster and its people and it promotes personal growth and community cohesion. The vibrant distinctive culture is also hugely important economic asset in the area where many of the traditional industries have failed or are in rapid decline.

North Lands Creative play a part in the regeneration of the village through employment, by bringing people to the area, using local accommodation and services, the renovation and use of old buildings in the village.

The impact of the organisation on Lybster and Caithness cannot be overstated. The organisation plays an important role in Scotland's arts, crafts and creative economy. North Lands Creative has Regular Funded Organisation (RFO) status from Creative Scotland recognising the '...value and importance of North Lands Creative to have a strong vision and artistic heart, and positive and coherent plans for development and regards the organisation as the heart of a critical mass of creative activity and learning in the local area, with a loyal and growing base of support.'

The organisation has an exceptional track record in education and skills provision ranging from Visiting Artists Workshops and Artist in Residencies to access level programs. The intent is to focus on growing this legacy locally and open the training and skills development up to more local residents.

The organisation is sited in the Highlands and Islands, and has been building increased links with the regional enterprise company Highlands & Islands Enterprise (HIE) who's strategy is to establish a vibrant, competitive and sustainable creative economy in Scotland's Highlands and Islands building upon the energy and traditions of its remote, rural communities and its global connectedness. This includes key interventions such as growing creative economy champions and supporting a design services network. Additionally, the local Caithness and Sutherland office has its own cultural development programme and within this network North Lands Creative is established as a 'key account company'.

Furthermore, the University of the Highlands and Islands is building creative activities at a number of its campuses and North Lands Creative have recently established key contacts in order to build a mutually beneficial partnership. Further afield, we have links with Edinburgh College of Art, Rochester Institute of Technology, NY and Sunderland University.

North Lands Creative is unique. It is THE Scottish centre of excellence in glass making offering high quality studio facilities in a landscape rich with rare and dramatic natural beauty, quality of light and history. It is an inspirational environment for artists which has an enduring influence on their glass and art practice.

In order to realise our ambitions and to advance our progress, North Lands Creative is proposing changes in our organisation. We are learning from our successes and our challenges. We want to improve our performance and become more flexible and agile in our planning to meet and exceed the demands of our diverse audiences and partnership needs. The creation of new programmes and experimental learning projects demonstrates our commitment to innovation and creative thinking with excellence at all levels as a leading organisation in our field.

Changes to our organisation include diversifying our income streams, re-aligning of roles & responsibilities for the staff and board, implementing a holistic overarching vision for our new arts strategy. This represents a shift in thinking for our organisation towards a more audience and market focused approach. We have a strong track record in learning and education and have recognized a demand for different models. We will be offering new opportunities for professional development and expanding our experimental partnerships encouraging cross-disciplinary collaboration.

Confident investment in North Lands Creative will ensure our continued success as a highlight of Scotland's unique creative vitality. We have identified projects requiring further external funding and are confident in our proposals due to our strong track record.

North Lands Creative new Development Manager role will work closely with our Director to deliver our core annual fundraising targets from a range of trusts and foundations, renewables community benefit funds and sales opportunities.

In addition there will be some project fundraising for both revenue and capital. The Development Manager's primary role will be to meaningfully engage trusts, foundations by cultivating relationships, securing grants and developing new prospects including managing our Supporters Club and Studio Membership. The position will also be to key to delivering our institutional and programmatic marketing campaigns.

STAFF STRUCTURE DIAGRAM

