



EXECUTIVE DIRECTOR

JUNE 2022

UNITY



Charity People
PERMANENT AND TEMPORARY



LETTER FROM THE CEO

Hello,

Thank you for showing an interest in the role of Executive Director at Unity. We'd love to get to know you. Perhaps you are a successful fundraiser looking to broaden your experience, or you might be a noted leader within another field and the cultural sector appeals to you.

We'd value the insights you'd bring from other settings to help Unity continue to thrive.

You'll have a chance to lead our strategy and shape organisational processes to those that serve the team and our objectives. As you'd expect, excellent administrative skills with a strong attention to detail will be key for such matters as financial planning or acquiring and managing relationships with stakeholders.

"Working with Unity has been a revelation. They always go the extra mile to make theatre more accessible to underserved communities and we can't wait to come back to Merseyside." – Matt Woodhead, LUNG

You'd be joining a prominent national cultural organisation that's been around since the 1930s. These days, our purpose is to share the stories of diverse individuals, working across 3 areas:

- High-quality creative experiences
- Developing and supporting local artists
- Platforming and celebrating local communities

In a normal year we present around 160 events to 20000 people via:

- An industry-leading performance programme unique to Liverpool, exploring underrepresented stories
- A hub for Merseyside talent from underrepresented backgrounds
- An engagement offer run in partnership with the local community
- Quality, diverse family programming and activity for the under-12s

We greatly adapted during the pandemic, launching an access-led programme, a digital performance platform and ensuring the survival of over 90 local artists by investing in their development. Such initiatives led to us being awarded the accolade of Liverpool City Region Arts Organisation of the Year. Now, it is your turn to be part of the success. You'd executive mold a special organisation that's clear in its objective of using creativity to achieve a fairer and more accessible society, and flexible enough to be transformed with your vision.

Warmest wishes,
Gordon Millar, CEO / Artistic Director

THE ROLE

| | |
|------------------------|---|
| JOB TITLE: | Executive Director |
| SALARY: | £38,500 |
| HOURS PER WEEK: | 37.5 Hours |
| FLEXIBLE: | Flexible working hours and hybrid working available |
| PENSION: | Optional Company Pension |
| HOLIDAY: | 25 days a year |
| COACH: | CEO |



UNITY'S MISSION

We unite through creative experiences to explore our ever-changing world and our part in it.

Unity is an arts organisation providing space and opportunity for people to be creative, enjoy high-quality entertainment, and celebrate the communities of Liverpool. We work together to inspire creative risk and achieve a more fair and accessible world. Unity can be experienced in our iconic building, out in the city and online for as many people as possible to enjoy.



UNITY TEAM

EXPRESSED ALPHABETICALLY BY AREAS OF RESPONSIBILITY AND ROLES / (COACHES IN BRACKETS)

ARTISTIC

- Associate Producer - GEORGE SOAVE (CEO/Artistic Director)
- Chief Executive / Artistic Director - GORDON MILLAR (Chair)

BOARD OF TRUSTEES

- Board Chair - LIZ EDWARDS
- Board Trustees - ALECIA MARSHALL, DANIEL SEBUYANGE, GITIKA BUTTOO, GORDON MILLAR, GRAHAM PENGELLY, LAUREN MOONEY, LAURENCE CLARK, RICHIE PERERA, SARAH JONES

COACHES

- Board Chair - LIZ EDWARDS
- Business Development Manager - RACHAEL WELSH
- CEO / Artistic Director - GORDON MILLAR
- Executive Director - VACANT
- Front of House Operations Manager - JULIE FILAIN
- Technical and Facilities Manager - XENIA BAYER

EXECUTIVE

- Administrator - ANNEMARIE MARTIN (Executive Director)
- Chief Executive / Artistic Director - GORDON MILLAR (Chair)
- Executive Director - VACANT (CEO/Artistic Director)
- Outsourced Financial Service - ADDING VALUE
- Outsourced Trust and Foundations Support - ROB SHAW

FRONT OF HOUSE OPERATIONS

- Front of House Operations Administrator - REG EDWARDS (FOH Ops Manager)
- Front of House Operations Manager - JULIE FILAIN (CEO/Artistic Director)
- Front of House Operations Team - VARIOUS (FOH Ops Manager)
- Outsourced Cleaning - ECO FAIRIES

MARKETING AND FUNDRAISING (SPONSORSHIP AND GIVING)

- Business Development Manager - RACHAEL WELSH (Executive Director)
- Box Office Assistant - VACANT (Business Development Manager)
- Fundraising and CRM Officer - VACANT (Business Development Manager)
- Marketing Campaign Lead - EMILY MAGURE (Business Development Manager)
- Unity Online Lead - LUKE BRYANT (Business Development Manager)
- Outsourced Ticketing Service - TICKET QUARTER

TECHNICAL AND FACILITIES

- Technical and Facilities Manager - XENIA BAYER (CEO/Artistic Director)
- Technician - BECCY HILLAM (Technical and Facilities Manager)
- Technician Support Team - VARIOUS
- Outsourced Contractors - VARIOUS



YOUR CORE RESPONSIBILITIES

LEADERSHIP

- Set and develop Unity's strategy together with the CEO, gaining feedback, buy-in and support from the rest of the team
- Write, develop and influence annual and future Business Plans
- Manage relationships with core stakeholders including but not limited to ACE and Liverpool City Council, developing the team's knowledge and skills around application and reporting
- Ensure that all suggested programmes and projects align with Unity's vision, strategy, financial objectives, and capacity
- Promote and maintain an organisational culture that values inclusivity, autonomy, recognition and self-belief
- Build and nurture excellent working relationships with Trustees and key stakeholders
- Develop the Board's skills and confidence around networking, business development and income generation
- Take responsibility for good governance across Unity, maintaining compliance with relevant legislation

- Advocate for Unity and its values externally, with stakeholders and the wider industry
- Act as Company Secretary to the Board and subcommittees
- Deputise for the AD/CEO as required

INCOME GENERATION

- Maximise income generation to sustain and deliver Unity's strategy, including:
 - Overall responsibility for fundraising strategy
 - Personal responsibility for fundraising from trusts and foundations, growing and developing the pipeline
 - Support Development Consultant, to achieve multi-year funding applications
 - Support the Business Development Manager to attract required sponsorship and donations against the developed business case
 - Provide coaching and capacity building for the Business Development Manager to achieve their departmental objectives
 - Oversee the monitoring and evaluation activity for Unity ensuring that the needs of funders and external partners are met

- Ensure appropriate internal and external dissemination of evaluation findings to colleagues and key partners

POLICY AND STRATEGY (INCLUDING FINANCE, HR AND LEGAL)

- Assume overall responsibility for finance, human resources, administration and ICT, developing and maintaining effective policy, strategy, risk management and reporting (essentially managing relationships with out-sourced finance, legal and HR support)
- Ensure all legal and statutory requirements are met including the preparation of Annual Report and Financial Statements for Companies House, Charities Commission, HMRC and other relevant bodies
- Responsibility for personnel matters, including recruitment procedures, staff training and development
- Lead and undertake to comply with Unity's GDPR, Health and Safety, EDI, Green, Equal Opportunities, and other key policies
- Ensure Unity complies with all legal and licencing requirements

AGILE RESPONSIBILITIES

Unity team members work towards both core and agile responsibilities

Your core responsibilities are your fundamental tasks; generally, those which are needed to run Unity on a routine basis or require specific expertise. At times you may be required to deputise for others and core tasks will alter over time as business demand changes.

Your agile responsibilities emerge and evolve based on your interests, potential, talents and the needs of the organisation. You are encouraged to try new skills to develop yourself, Unity and to deliver our objectives.

TEAM OBJECTIVES

- Share high quality creative experiences with Liverpool audiences
- Develop and support local artists, ensuring diverse Liverpool artists succeed onto national stages
- Platform and celebrate local communities, developing long term meaningful relationships and offering creative opportunities for participants and audiences
- Contribute to an understanding of the need for an accessible, more supportive society
- Ensure long-term financial viability with a model that sees continued growth in commerciality, partnership work; is applicable for Government subsidy, flexibly responds to changes, and further diversifies income streams



PERSON SPECIFICATION

REQUIRED

- Nuanced understanding of the current fundraising landscape across income streams
- Personal experience of developing and growing a pipeline of trusts and grants fundraising, working on applications of at least five figures
- Excellent organisational skills, with the ability to balance and prioritise a demanding and diverse workload
- Ability to work strategically, to fulfil and nurture Unity's aims and objectives
- Proven experience of leading diverse and complex projects, activities or organisations
- Thoughtful, measured and assured leadership and communication style; ability to build and manage relationships with colleagues, agencies, and a wide range of regional and national stakeholders
- Experienced, skilled and passionate about leading, coaching and developing staff
- Ability to work autonomously and flexibly, leading a multidisciplinary team
- Experience of developing and managing budgets and establishing monitoring systems
- Strong attention to detail with working knowledge of contracts, budgeting, financial systems, reporting and work planning
- Positive advocate for the role that arts, culture and heritage can play in civic life, well-being and social change
- Personal attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To live within commuting distance of Unity and have a desire to engage in the life and work of the theatre, its community and team

DESIRABLE

- Confident and skilled at communicating and engaging with a diverse range of participants including those from communities that are under-represented in the arts and cultural sector
- Experience of charity governance



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TO APPLY

First of all please follow [this link](#) to complete our Equity, Diversity and Inclusion form. Whilst this isn't compulsory, we are incredibly passionate and committed to inclusivity and accessibility for all and the information you supply will help us to support our charity partners to work towards greater equity and inclusion in their teams. It takes a couple of minutes, is completely anonymous and cannot be linked in any way your individual application.

Then, please send a copy of your most recent CV and answers to the following three questions attached as a separate Word or PDF:

1. Why do you want to work for Unity? (250 words maximum)
2. Give an overview of your fundraising experience with specific reference to the person specification's first two points. (400 words maximum)
3. How would you describe your leadership style? Tell us about a specific time you have coached, mentored or developed someone/team to success. (400 words maximum)

To be sent to Amelia Lee at our recruitment partner, Charity People: amelia@charitypeople.co.uk

Deadline: 9am on Wednesday 27th July

Interview to be held in person: 3rd August





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Charity People

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