

## **MUSIC SERVICE OPERATIONS AND BUSINESS DEVELOPMENT MANAGER**

### **Theatr Clwyd** Job Description

Theatr Clwyd has been Wales' foremost producing theatre since 1976. The Executive Team (Artistic Director – Tamara Harvey and Executive Director – Liam Evans-Ford) are currently navigating the most important cultural and operational shifts in the 44 years of its existence, a period which will redefine and secure the future of this unique and valuable arts centre - the foremost producing theatre in Wales.

Theatr Clwyd produces upwards of eight shows a year - mainly in English, but also in Welsh - and presents some of this work on tour in Wales and the rest of the UK. It has a hugely successful programme of work for and with young people that is created both within and without the building, and tours to local schools, within Wales and beyond. The building also hosts a variety of touring drama, dance, music and art for all ages, a comprehensive film programme and an active community programme and the organisation is at the forefront of work around arts and wellbeing. During 2019 we took over the operations of the Music Services in Flintshire and we are now responsible for 400,000 musical sessions per year.

We have made strides in changing the shape of our programming; we've committed to placing visitor experience at the heart of our decision making; we've begun to grow our commercial events; we've taken the first steps in deepening our relationship with our community; we've started to develop our auxiliary offers and we've been working hard to market our work and our building more strategically and effectively. We have also delivered a Design & Development and planning application for a major redevelopment of Theatr Clwyd funded by the Arts Council of Wales and Flintshire County Council

Theatr Clwyd is the only producing theatre left in the UK still owned by a local authority. With a turnover of £6.9m in 2019/20, it is supported by the Arts Council of Wales, Flintshire County Council and by its own activities. There are annually some 2,115 individual events, attended by around 200,000 people, with 50,000 community members participating in outreach events. Over the last two years over 500,000 people have seen a Theatr Clwyd production elsewhere in the UK.

### **Job Summary**

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Responsible for: Music Service Administrator  
Reports to: Director of Music

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### **The Music Service Department**

The Music Department at Theatr Clwyd is the hub for delivering music within the community. The focus is around all young people having access to music and being able to learn an instrument. The department will build upon the strength of the Flintshire Music Service, integrating and building on the renowned excellence of its historical work. The vision for the department aims to deliver a programme of work that harnesses the transformational power of music, to provide creative learning and community engagement and aims to offer the highest possible standard of music tutoring both within educational settings, and within less formal structures, to all members of the local community and to improve people's health and well-being. To uphold and deliver the mission and vision of Theatr Clwyd.

### **Job Purpose**

To support the Director of Music in the delivery of the smooth running of the Theatr Clwyd Music Service ensuring that the service is operated efficiently, contributing to the development and achievement of key business objectives and developing new partnerships and business opportunities.

### **Key responsibilities**

- Overseeing administration of the programme
- Managing the day to day running of the Music Service
- Financial management of the Music Service
- Business Development
- External and Partnership Relationship Management
- To support and assist with the development, implementation and evaluation of new and legacy policies, processes and procedures

#### **Overseeing administration of the programme**

- Overseeing Music Service database for instrumental lesson administration, and its future development (currently SuperAdmin)
- Assist with queries relating to lessons
- To be the point of contact for all Music Service Associates about scheduling issues, and the need to reschedule/cancel any sessions, ensuring that all affected parties are made aware of the changes as quickly as possible
- Managing all aspects of Music Ensembles and Community work administration
- Managing all aspects of Associated Board and Trinity examination administration
- Support the governance arrangements of the Music Service. This will include the preparation of reports, planning and performance data for key partners such as Flintshire County Council, Arts Council of Wales and members of the Board

#### **Financial management of the Music Service**

- Controlling and monitoring the Music Service budget
- Liaison with Finance regarding the collection of fees, whether that be directly or via schools and other stakeholders

#### Managing the day to day running of the Music Service

- Dealing with room hire requests
- Music School and Community Work Health and Safety officer

#### Relationship Management

- Build positive and strong relationships with all schools. Regularly visiting the Business Managers/Headteachers/Secretaries ensuring any queries are dealt with in a timely manner

#### Business Development

- Identifying and mapping business strengths and customer needs
- Researching business opportunities and viable income streams
- Following industry trends locally and nationally
- Engage externally with relevant sectors, industries and businesses
- Support Music Service Associates to build their confidence and skills in business engagement
- Represent the Music Service externally at key events within the region and across the UK
- Support the Director of Music in developing the wider work within the community

#### Communications, Giving and Marketing

- To work closely with the Communications and Giving Team to ensure the service is well marketed, receives good coverage of its achievements and can make the most of fundraising opportunities into the future

#### Organisational Integration

- Support the Director of Music in fully integrating the department with wider Theatr Clwyd programme
- To work closely with the Creative Engagement Team, ensuring where possible objectives and outcomes are aligned

### **Person Specification**

#### **Essential**

- Proven track record of success in a business development role, with demonstrated ability to identify, establish and maintain relationships
- Excellent communication and presentation skills to reach a wide range of people
- Experience of managing revenue and expenditure budgets in excess of £0.75million
- Proven track record of successfully delivering on financial targets and other KPI
- Experience in managing people
- Experience of using and developing databases
- Experience of managing projects
- Experience of leading negotiations and influencing key decision at a senior level, including proven experience of managing change
- Experience of presenting to senior management teams, Boards, external stakeholders and funders

- Proven experience of high-quality customer service delivery
- Good personal and time management skills with the ability to prioritise workload in a busy and sometimes pressured environment;
- Strong numeracy skills
- Full driving licence
- Enhanced DBS

**Desirable**

- Keen interest in music, theatre and the arts
- Experience of business development within an educational or training context
- Health and Safety experience
- Spoken and written Welsh
- Active user of social media for professional marketing