

Festival and Events Director



Employer: Keighley Creative (Charitable Incorporated Organisation)

Full-time: One Year Contract, with the opportunity to extend for a further two years (fundraising dependent)

Location: Keighley Creative, 3-7 Cooke Lane, Keighley, West Yorkshire, BD21 3PF

Hours: 37.5 hrs per week

Salary: 27k per annum

Holiday: 30 days per annum pro rata, inclusive of Bank Holidays

Responsible to: Keighley Creative Director

Purpose of role

Come and join our small, dedicated team to lead, manage and deliver a year round programme of events, and our annual festival, with a focus on arts, film and community.

You will be programming; fundraising; leading on health & safety; monitoring and evaluating our annual festival and events work throughout the calendar year alongside hands-on delivery of the programme.

As a key member of the team within Keighley Creative, you'll work closely with, and manage, the Festival and Events Coordinator, helping to deliver the overall mission and vision of the charity.

You will take a lead role in securing longer-term funding for the festival and events.

Job shares will be considered, so do get in touch if you are interested, but could only commit to part-time hours.



Person Specification

We are looking for a Festival and Events Director who is an inspiring, ambitious and enterprising cultural leader. You will have a proven track record of designing, fundraising, and delivering community-focussed events at scale.

You will have strengths in certain areas- for example your background might be in event production; management; or fundraising. We are very happy to consider job-shares to maximise on your talents and play to all our strengths.

The description below helps you understand the creative and business acumen required for this exciting position:

Vision and Strategic Planning

- Ability to think and act strategically, at an organisational, local, district-wide and national level
- Understanding of, and commitment to, principles of inclusion and diversity
- Have the personal drive and energy to steer the festival and events programme so it can maximise its positive impact on the town
- Have an entrepreneurial approach and an ability to identify opportunities
- Experience co-developing vision/strategies within a charitable structure

Creative Programme and Production

- Creative programming experience
- Management experience within the arts/cultural sector
- Production experience of events at scale
- Experience of the outdoor arts sector and/or working with urban interventions connected to the visual arts
- Experience commissioning creative work and developing both professional and community artists
- Demonstrable experience measuring the impact events have had on their audiences, participants and place
- Pragmatic approach and ability to problem solving, including working under pressure and meeting deadlines
- Commitment to working weekends and evenings on occasions: essential during the October festival

Outreach and Engagement

- Experience of developing and managing outreach projects to engage diverse communities and inspire a desire for engagement and participation in all aspects of the arts

- Understanding of communications and audience development strategies and implementation

Advocacy

- Strong community advocacy skills and experience
- Ability to communicate Keighley Creative's vision, mission and values at all levels
- Build strong, positive relationships with all local and District partners

Governance, Leadership and People Management

- Strong leadership skills and ability to motivate, inspire and manage a small team including freelancers
- Ability to work collectively on joint initiatives with Keighley Creative staff, volunteers, and Trustees
- Excellent written and verbal communication skills; an aptitude for negotiation and a capacity to facilitate productive relationships
- Understanding of the charitable sector and governance

Finance

- Sound financial and business acumen
- Strong experience in budget management using Excel, Quickbooks, or similar software
- Managing multi-strand budgets utilising different funding streams
- Ability to support organisational development to streamline systems
- Good IT skills, ability to administrate own work

Fundraising

- Knowledge of available funding streams linked to culture, community, and economic regeneration
- Demonstrable experience of successful fundraising
- Strong experience of bid writing
- Understanding of sponsorship and partnership approaches to fundraising

Reporting

- Demonstrable experience of grant monitoring and reporting
- Understanding of evaluation and impact measurements and approaches, and willingness to develop and implement these strategies within an organisation

JOB DESCRIPTION

Key Responsibilities

Vision and Strategic Planning

- Alongside the Creative Director and Festival and Events Coordinator, develop a clear, compelling and coherent creative/community-focussed vision and business strategy for the festival and events branch of Keighley Creative's work.
- Alongside Keighley Creative staff and the Trustee for Fundraising, devise and deliver plans for income generation and fundraising as a part of the new Fundraising Strategy. Developing external relations and strategic partnerships to identify and maximise potential sources of income and sponsorship, supporting the work of the organisation's festival and events delivery.
- Ensure that Keighley Creative's festival and events are well-positioned within the current arts landscape/environment/ to take advantage of opportunities for growth and organisational development.
- Identify future talent development, engagement and outreach opportunities.
- Ensure principles of inclusion, accessibility and the importance of reflecting the diversity of Keighley, and the wider district are embedded at all levels of the development and delivery of the festival and events, and in turn feed into and strengthen the organisation's overall creative vision.
- Oversee the development of successful and innovative communications strategies which meet audience development targets for new and existing public engagement and enhance brand recognition.
- Ensure that the festival and events operate within the key values and ethos of Keighley Creative (see appendix at end of this document)

Creative Programming and Production

- Lead on creative programming for the festival and events, working with established community and organisational partners and building on the programming excellence of previous years.
- Oversee the effective planning, management, operational delivery and evaluation of the festival and events Keighley Creative delivers, working with the Festival and Events Coordinator, and freelance members of the team.
- You will have overall responsibility for ensuring Keighley Creative's year-round programme of events and the festival, meets the organisation's vision and strategic aims, and delivers against funder

requirements (Keighley Town's Fund) and Keighley Creative business plan targets.

Governance, Leadership and People Management

- Work closely with the Creative Director/General Manger, Keighley Creative studio holders and freelance project staff to support the overall mission and aims of the charity.
- Lead, inspire, motivate, manage and support the Keighley Creative Festival and Events Coordinator and all festival and events volunteers.
- Work with the Board of Trustees, Keighley Creative staff, funders and other stakeholders to maintain effective communications, ensuring transparency and strengthening relationships.
- Ensure the Creative Director and the Board of Trustees are provided with clear, comprehensive and timely reports to enable decisions on all matters of policy, strategic business, creative planning and budgeting to be made in a considered and informed manner.
- Overall responsibility for ensuring compliance with all legal obligations and requirements for the festival and other events, including legislation and Keighley Creative policies regarding Health & Safety, GDPR, Risk Management etc.
- Support the Festival and Events Coordinator in the recruitment of volunteers, including organising required volunteers training.
- Hold overall responsibility for establishing and maintaining a high quality of delivery in all aspects of Keighley Creative's Festival and events work, ensuring staff resources and individual performance levels are managed effectively.
- Contribute to the Keighley Creative organisational culture which values and enables strong cross-role team working.

Finance and Fundraising; Evaluation and Impact Assessment

- Work with the Creative Director, and the Trustee Board to plan and implement annual budgets, ensuring robust financial management strategies and long-term sustainable financial planning.
- Ensure implementation of appropriately robust financial controls, systems and procedures and prepare regular financial reports as required by the Keighley Towns Fund Board, Bradford Council and all other events funders.
- Determine clear framework for delegation of operational budgets and levels of authority within the Festival and Events staff team.
- Work with staff to develop and implement effective plans to maximise income generation from diverse potential revenue streams including

earned income, sponsorship, individual giving, public funding and private grants.

- Oversee the submission of funding applications, providing strategic and artistic content as needed, and ensure all monitoring, evaluation and reporting requirements and impact and outcome targets are met.

Advocacy

- You will be one of the public faces of Keighley Creative, representing and championing the organisation at external events and in the media, building relationships with key funders, partners and stakeholders, and seeking new connections and opportunities alongside nurturing established connections.
- Attend networking events as an advocate for Keighley Creative and the festival at district wide level.



Purpose, Mission and Vision

Please note: Keighley Creative is in the process of revisiting our Purpose, Mission and Vision, and you will be a part of helping us refine our thinking, and make this a more playful and inspiring document to share with people. We know what we do makes a difference in people's lives, help us put that into words!

Our purpose

To improve the lives and opportunities for people in Keighley, by making our town a more creative, more attractive and thriving place to live, work and socialise.

Our Mission

To develop an artist-led creative community hub in Keighley town centre, and outreach programmes across the surrounding area that give everyone in Keighley the opportunity to share, express and realise their creative and cultural aspirations.

Our Vision for the Future (imagine it with us...)

Keighley is known as a creative town. The people of Keighley feel able to express their own creativity day to day and are confident and proud of the place where they live. More have embarked on training and careers in the creative industries. Our hub is thriving, delivering year-round projects and exhibitions, events and an annual festival, all made for, with, and by the people of Keighley.

At its heart is a community of artists, at all stages in their careers, who prioritise socially-engaged practice, actively reflecting and inspiring different Keighley communities, and raising aspirations.

Keighley has a thriving community of artists, creatives, and arts organisations, working in partnership across the district and region and providing opportunities to access and enjoy all aspects of cultural activity.

Alongside our hub, Keighley's streets and buildings reflect the importance and value that is placed on culture, heritage and creativity, with imaginative and surprising interventions from street furniture to street art, signage and lighting, celebrated and refreshed each year through its famous festival.

Keighley will play a central role in Bradford UK City of Culture 2025, drawing national attention to the creative ways we tell our individual and collective stories. Keighley is recognised nationally as a cultural destination to visit, live and work, boosting the local economy and improving people's lives.

We Are Committed to... (Our values)

- **Creativity:** We make all forms of creativity accessible
- **Listening and Learning:** Listening to individuals, groups, and our communities with empathy. Learning is at the heart of all our programmes
- **Enjoyment:** Bringing fun, entertainment and pleasure to people of all ages, interests and backgrounds
- **Collaboration:** Working in partnership is the only way to realise our purpose
- **Regenerating our town:** Bringing people back into Keighley through arts engagement
- **Artists:** Enabling new and existing studio holders and other local creatives to join in, grow and flourish through our programmes
- **Inspiring people:** Motivate and inspire the community to join in with creative activities
- **Being Representative and open to everyone:** Sharing our space with trust and equity. We are connected and rooted in our people and our place

We will achieve our mission by

- Supporting artists and creative people, exhibiting and championing creativity, playing and learning, celebrating and sharing
- Listening to and working together in partnerships with the people, businesses and representatives of Keighley
- Devising and delivering our programme activity with and for the people of Keighley, ensuring that our activities are relevant and representative
- Celebrating the creative potential in everyone, providing creative activity and opportunity that is excellent - and fun - and valuing the creative process and endeavour as much as artistic outcome
- Playing an active civic role, providing leadership in the culture and creative sector here and supporting others, in collaboration with other local, district-wide, and national initiatives, partners and funders, to help realise their full potential too
- Giving particular opportunity to the most underrepresented and least engaged people of Keighley. This will be made manifest in our programme which will celebrate all of contemporary Keighley, making creative, international links to the places and cultures that Keighley connects to through our people and businesses. It will also be reflected in our pricing, the look and feel of our spaces and projects, the membership of our board and advisory groups and our staffing and recruitment
- Putting Keighley on the map - through our festival and day-in-day-out - as a town with exciting arts, culture, and creative

things to get involved in and experience as a local and to attract visitors, businesses and inward investment to Keighley

- Foregrounding and developing our artistic expertise in visual arts and creative practices as wellbeing tools, celebrating all art forms through our festival and signposting to others with expertise in other creative forms
- Understanding and being able to measure and describe the impact we have and the difference we make through our work