

Job Description and Person Specification

Role: Head of Culture and Creative Economy



Job Description

Job Title	Head of Culture and Creative Economy
Grade	SM2
Service	Culture, Sports, Events and Destination
Reports to	Strategic Lead (Culture, Sport, Events and Destination)
Location	One Friargate
Job Evaluation Code	W0241W



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health, education and skills, adults' and children's services and providing support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

To lead and advise the City Council on sector strategy and policy, to develop effective strategic and delivery partnerships, and to lead the continuous improvement of services and infrastructure across culture and the creative economy. To be responsible for stakeholder relationship management and contract / grant management for external services in the sector supported by Council funding, including development programmes, support to regularly funded organisations and the management of contracted visitor, heritage and hospitality services at St. Mary's Guildhall.

To represent the Council on key national, regional and local partnerships that support the cultural and creative sectors. To actively support the development of, and governance arrangements for, new cultural compact and sector partnerships in Coventry for the benefit of the city.

To be responsible for the strategic and operational management of a team of 3 FTE staff plus contracted services, supported by external partner investment. To oversee a core service budget of circa £3 million (excluding secured external funding), with key financial and performance targets for contracted services.

Head of Service level job expectations:

As a senior leader within the Council, you are accountable for the achievement of corporate priorities and city outcomes, within agreed resources and timeframes. Your role contributes to leadership within the organisation and within wider partnerships, including accountability for relevant services by ensuring a responsive, resident and stakeholder-focused approach, working through One Coventry systems and processes.

As Head of Culture and Creative Economy, you will support and advise the Council on strategic and operational matters. You will ensure that services and activities supporting the cultural and creative economy of the city are closely integrated with wider Council and partner services to achieve better outcomes for the city. You will deliver agreed objectives and outcomes through effective performance, risk, and financial management, ensuring adherence to legal and statutory duties and the seven principles of public life (also known as the Nolan principles).

Main Duties & Key Accountabilities

- To advise the Cabinet Member (Housing and Communities) and wider Council leadership on matters relating to culture and the creative economy, including sector development, growth opportunities and the achievement of statutory obligations within these service areas.
- To lead on the development and implementation of Council policy and partnership strategies for culture, heritage, public art and the creative economy. To link the development and implementation of strategies with infrastructure and sector developments to support the achievement of Council priorities, including increasing the economic prosperity of the city and region; improving outcomes and tackling inequalities within our communities; and tackling the causes and consequences of climate change.
- To actively support the Council's role as a partner, enabler and leader through advocating (where applicable in partnership) for culture and the creative economy delivering city outcomes through supporting cultural placemaking; wider access, inclusion and participation; inclusive creative growth; life-long cultural learning, skills development and pathways to employment; and improved health and wellbeing. To manage and report to external partners on their investment in Service capacity to support the Council's role in achieving these priorities.
- In partnership with city anchor institutions and sector leaders, to raise the profile of Coventry regionally, nationally and internationally as a cultural and creative city and centre for innovation, investment and growth. To lead strategies, projects and programmes sustaining and securing long-lasting impact and legacies.
- To plan, implement, monitor and review the provision of culture and creative economy services in the city, where directly provided or where supported through external contracts, grant supported agreements and/or commercial partnerships.
- To be responsible for the management of contracted visitor, heritage, hospitality, conference and catering Services at St. Mary's Guildhall.
- To represent the Council on key city and regional partnerships (including Coventry Culture Works; Public Art Gateway Group; West Midlands Cultural Officers Group), on city delegations and in an Observer capacity at Board meetings for key funded partners.
- To act as 'Service Lead' to drive forward cultural and creative sector projects and partnerships within the Council's Capital Programme, providing sustainable and resilient partnerships and attractive and functional premises and spaces for audiences, participants, communities, creatives and partners in the city. Projects to include the City Centre Cultural Gateway and Albany Theatre capital development
- To lead for the Council in supporting sector-led and sector-supported regeneration projects and programmes, including the provision of Council advice and support for partner-led feasibility projects, fundraising and business planning.
- To develop, implement and maintain a framework of local, regional and national performance indicators to monitor service and sector performance within the city.
- To identify, secure and (where applicable) manage opportunities for Council and wider partnership income generation and the attraction of external funds for the development of the cultural and creative sectors within the city (including through the local Planning framework).
- To represent the Council on major partnerships and act as lead partner on major development projects and partnership funding bids.

- To provide effective leadership and management (including the management of staff, budgets and other resources) to raise the aspirations and achievement levels of services, to ensure the achievement of strategic objectives and priorities, to drive quality, generate efficiencies, secure investment and ensure that equality, diversity and inclusion are built into all service provision.
- To ensure the effective management, motivation, training and development of staff to meet Service objectives. To ensure staff reviews are carried out regularly, training needs are identified and a training plan compiled.
- To collaborate with and support the Head of Strategic Operations to ensure Service strategies and plans align to the Culture, Sport, Events and Destination (CSED) Service Plan. To ensure the alignment of Service area financial plans and performance measures with the CSED Service performance management framework, meeting defined and agreed reporting requirements.
- To represent Culture, Sport, Events and Destination Services on matters delegated by the Strategic Lead for these services. To deputise for the Strategic Lead as required.
- Ensure all staff know and accept their health and safety responsibilities and are adequately trained and resourced to discharge them.
- Any other duties and responsibilities within the range of the salary grade.

Key relationships

External	Internal
Arts Council England (and local National Portfolio Organisations) British Council Coventry University Create Central CW10 Network Department for Culture, Media and Sport Destination Coventry Friday 13 th Network Funded Cultural and Creative Partners Historic Coventry Trust Historic England National Lottery Funders + key Trusts and Foundations No Ordinary Hospitality Management University of Warwick West Midlands Combined Authority West Midlands Growth Company	Business Investment and Culture Children's Services Communities Education and Skills Finance Law and Governance Property Services and Development Public Health and Wellbeing Streetscene and Regulatory Services Transport and Highways

Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder:

Development Manager – Culture and Creative Economy x 2

Programme Officer – Culture and Creative Economy x 1

Person specification

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Knowledge	
Knowledge of the framework in which the public sector operates and the awareness of the relationships between local, regional and central government.	
A good understanding of developing systemic, place-based working across Service sectors.	
Understanding of the international, national, regional and local issues which impact on strategic decisions about culture and creative economy sector services.	
Comprehensive knowledge of the structure and funding of culture and creative economy sectors in the UK and related national, regional and local economic development policies and priorities.	
Working understanding of corporate sponsorship, philanthropic giving, civic fundraising and external grant funding. Understanding of performance monitoring and audit processes regarding funding across the cultural and creative sectors.	
Good understanding of company and charity governance, recruitment, accounting and reporting.	
Sound understanding of project monitoring, appraisal and evaluation systems.	
Understanding of licensing, health and safety, planning, inspection and audit processes for relevant service areas, including but not limited to cultural and heritage venues, catering services and construction projects.	
Understanding of performance management and quality improvement regimes operated by relevant industry bodies.	
Understanding of the role of ICT in developing audiences, widening and enhancing customer experiences and improving services and staff effectiveness.	
Comprehensive knowledge of how good quality cultural and creative sectors can raise the profile of a city, attract investment and improve quality of life within a place.	
Knowledge of employment issues, practices and policies for the cultural and creative sectors.	
Knowledge of the proactive management of health and safety; equality, diversity and inclusion; information governance; freedom of information and safeguarding to ensure Council priorities are met and all customers' needs are recognised.	
Skills and Abilities	
Highly developed management and leadership skills supported by emotional intelligence and the ability to motivate people.	
Ability to think strategically, engage partners at a national, regional and local level and to provide a clear vision for the Service in the future.	
Able to shape the development of policy, infrastructure, partnerships and services to deliver clear objectives and give direction in periods of change.	
Able to lead the process of strategic transformation and ongoing quality improvement. Able to translate vision and policy into practical action.	

A high degree of political awareness and sensitivity.
A high level of ICT literacy.
Able to lead by example and motivate teams.
Highly effective negotiating and influencing skills with the ability to inspire confidence and establish effective relationships and partnerships across the public, private, voluntary and community sectors.
Exceptional communication skills to be a credible and convincing advocate for the Council and key partnerships.
Ability to work across organisational boundaries to achieve corporate priorities and promote partnership working with key stakeholders.
Financial management skills. Able to successfully coordinate partnership/consortium bids and manage significant external funding.
Project management skills.
Highly developed problem solving and conflict resolution skills.
Ability to work under pressure and to manage competing priorities.
Highly developed oral, presentation and written skills.
Highly developed data interpretation, analysis and presentation skills.
Able to successfully formulate and implement strategic objectives.
Able to manage cultural change to achieve successful conclusions.
Able to demonstrate a track record of meaningful benchmarking, continuous improvement, innovation and creativity in leading and delivering high quality services.
Experience
Extensive experience in managing a multi-functional organisation or service at a senior level, including management of complex partnerships and financial and human resources.
Experience of operating successfully within political, corporate, policy and financial constraints.
Evidence of working with key local, regional and/or national/international partners to raise the profile of a destination through its cultural and/or creative sector to realise key objectives.
Experience of developing and implementing partnership strategies and development plans within the culture and/or creative sectors.
Experience of preparing funding bids and raising funds from a variety of sources to develop and support local infrastructure and services.
Experience of forming commercial partnerships and/or raising sponsorship to deliver partner and/or service priorities. Experience of managing commercial and sponsor relationships to ensure the successful fulfilment of different stakeholders' objectives and desired outcomes.
Experience of planning budgets related to priorities, ensuring expenditure is within budgetary provision and in accordance with relevant rules,

including meeting the requirements of external funding agencies or partner organisations.
Experience of creating and fostering a customer-focused culture.
Experience of managing diverse teams, programmes and projects to produce successful outcomes.
Experience of supervising staff including setting work programmes and providing clear direction to achieve defined standards.
Qualifications
Educated to degree level or equivalent.
A good ongoing record of continuing professional development
Special Requirements
Willing to work flexibly in relation to hours, including unsociable hours, evenings, weekends and occasional overnight stays.
Ability to travel to meetings and events in the Coventry area, and occasionally regionally and nationally.

Date Created	August 2023	Date Reviewed	April 2024
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