

Job Description

Post	Head of Culture & Partnerships
Reports to	Director of Culture, Learning & Enterprise
Salary	£40,000 - £45,000 per annum (depending on experience)
Hours per week	35 hours per week
Location	Westway Trust (W10 5XL)

Westway Trust exists to harness the creativity, heritage and diversity of the area to maintain and improve the places and spaces we look after. Through good stewardship and collaboration with every part of the community Westway Trust helps this vibrant part of London to continue to thrive and flourish.

Westway Trust's local area of benefit has a renowned cultural heritage and presence, characterised by iconic places such as Portobello, Ladbroke Grove and Notting Hill. There is widespread pride in the area, as a place of wonder, of creativity and historic integrity and significance. We see huge inherent potential for arts, culture and creativity to nurture strong local identity, boost civic engagement and drive opportunity.

The Westway2030 strategy directs us towards *realising potential* and *stimulating opportunity*, providing two relevant creative and cultural aims in this regard:

- Celebrate our culture and heritage, making the most of local diversity and talent
- Support a vibrant local creative economy (that benefits local people)

We have established valuable creative relationships and some successful programmes of arts and cultural activity. Current flagship projects include #CultureMakers and our Creative Employment Programme placing volunteers, apprentices and interns within a unique network of local host organisations.

Our community grants programme funds a range of arts and cultural projects delivered by local voluntary organisations for the benefit of the community. We sponsor and host a series of renowned independent arts and cultural festivals, including: Portobello Live; InTransit, Notting Hill Carnival, Portobello Film Festival and the Nour Festival. We also organise free summer and winter festivals in furtherance of our objectives.

Our regeneration plans include 'once in a lifetime' opportunities to create new spaces for arts, culture and creative enterprise to further flourish and grow. Forthcoming development plans include new pop-up cultural and enterprise spaces on Thorpe Close and a new Portobello Green Arts & Cultural centre. The area is already home to several collectives of artists, makers and creatives. Our property portfolio accommodates an impressive range of creative entrepreneurs and organisations with a vested interest in the cultural success of the area.

We need to engage and involve local creative practitioners and communities to encourage further participation, knowledge sharing and co-design of our cultural places and initiatives. Ongoing collaboration and curation with stakeholders will be essential to success, based on a clear understanding of local strengths and weaknesses to inform our strategic direction.

Against the above background and ambition, we are now seeking to appoint a new Head of Culture and Partnerships to take forward the objectives and responsibilities set out below.

Job purpose

Working closely with the executive, management team and external partners, you will be responsible for the development and effective delivery of Westway Trust's arts and cultural strategic plan. You will also be responsible for managing and developing the impact of our arts and cultural programmes and partnerships.

The key objectives for role include:

- To enhance the reputation of the Westway Trust estate and local area of benefit as a creative cynosure.
- To boost the economic prospects and profile of local creative industries, encouraging and working with local arts and cultural entrepreneurs and stakeholders.
- To create effective models for the development, operation and curation of our meanwhile and permanent arts and cultural spaces.
- To monitor and evaluate the performance and development of our flagship arts and cultural programmes.
- To build upon pride in the local area, as a place of wonder, of cultural and historic integrity and significance, but also enhancing its cultural value as a place to live, work and visit.
- To effectively manage a local arts and cultural network, undertaking consultation and engagement to inform our future success and co-design key elements of our plans.
- To work with internal and external stakeholders to attract inward investment for our arts and cultural spaces and initiatives.
- To showcase local, regional, national and international talent through a curated programme of commissioned work and collaborative creative enterprise, incorporating what works currently with opportunities for advancement.

Principal responsibilities and duties

Responsible for:

- Creative Youth Programme Manager

Overall role:

- Work with cultural and creative partners to ensure the delivery of agreed priorities and effective monitoring of funded programmes.
- Lead on the implementation of the Creative Employment Pathway as the cultural theme of Westway Futures employment pathway programme.
- Promote Westway Trust effectively to artists, cultural and creative organisations, stakeholders, policy makers and the public, locally, nationally and internationally to maximise opportunities for new collaborations and exchanges, acting as an advocate.
- Lead on the curation of cultural activities in our pop-up and meanwhile spaces to engage local and visitor audiences in furtherance of our place-making objectives.

- Lead on the commissioning, management and development of agreed arts and cultural events, including flagship summer and winter festivals.
- Lead on the management of our arts and cultural network and key partnerships therein, including the management of partnership agreements against agreed outcomes and objectives.
- Lead the strategic relationship with the RBKC Culture Team ensuring that Westway Trust and the local area of benefit are central to their strategies.
- Maintain an overview of cultural & creative development throughout RBKC and London, including a broad knowledge of key developments, supporting the Director of Culture, Learning & Enterprise with information and advice about all aspects of the cultural and creative economy.
- Work with Head of Charity Income and Impact in a strategic approach to external and partnership funding, developing and maintaining funding partnerships with other organisations and agencies.
- Ensure the effective implementation of research and evaluation processes for the collection of data relating to the impact of our arts and cultural programmes on the local cultural and creative economy.

Managing the team

- Day-to-day management of the Culture and Partnerships team, ensuring they are motivated, supported and enabled to achieve their targets and work collaboratively as required to meet the needs of the organisation.
- Responsible for staff supervision and appraisal in line with the Trust's policies and procedures.
- In agreement with the Director, design new posts as required in meeting the needs of the strategy within available resources, then managing the recruitment, induction and ongoing management of new staff members.
- Managing the work of any consultants or external specialists engaged to provide support to the arts and cultural programme.

Developing and maintaining relationships

- Work with the Director and CEO to identify which relationships should be held by whom ensuring that those agreed as being the responsibility of the Head of Culture and Partnerships are appropriately engaged in the work of the Trust, and their support is acknowledged and appreciated.

Contributing to the development of the organisation

- Be an active member of the Trust Management Team alongside other Heads of Departments, to contribute to the strategic development and operational management of the charity.
- Ensure the work of the Culture and Partnerships team is integrated into the charity's plans, and that there is effective communication at all levels between teams.
- Deputise for the Director where appropriate (e.g. in their absence or where responsibility to act in this capacity is delegated to you by the Director).

Marketing

- Support the Marketing Team in developing and enhancing the communications and marketing strategies for the charity.
- Ensure all marketing materials (including printed documents, the website, and social media) are appropriately used and in line with the agreed strategy.

- Support the production of the Annual Report on the charity's performance and ensure this is distributed to key cultural stakeholders and is used effectively to promote the charity in advocacy activities.

Planning, monitoring and reporting on performance

- In line with the Trust's Business Plan, devise a work programme for the Culture and Partnerships Team and work with team members to set individual work programmes to achieve the overall objectives, monitor the delivery of these activities and achievement of goals through team meetings and individual supervision meetings.
- Establish appropriate project management processes to record activities and generate reports to monitor the work of the Culture and Partnerships Team, providing information on this to the Director and Trustees as required.
- Manage the budget for Culture and Partnerships as agreed and delegated by the Director of Culture, Learning & Enterprise.

Supporting the effective governance of the charity

- Support the Director of Culture, Learning & Enterprise in servicing meetings of key Sub Committees of the Board, to ensure an appropriate agenda is set, and good quality reports are prepared to aid the committee with decision-making.

Person specification

Person Specification:

Experience

- Experience of strategic planning in a cultural or creative sector environment.
- Experience of external representation, consultation and engagement with stakeholders and local communities.
- Experience of project-based work involving multi-disciplinary teams in a cultural or creative sector environment.
- Experience of working effectively in partnership with other organisations in the public, private and third sectors.
- Experience of working at senior management level in a professional cultural or creative organisation.
- Experience of working collaboratively with a broad range of creative and cultural stakeholders.
- Experience of devising, overseeing and managing cultural or creative sector programmes across a range of functions.
- Experience of business planning and modelling effective arts and cultural spaces and initiatives
- Experience of managing resources and budgets.
- Experience of devising schemes to support economic outcomes.
- Experience of team leadership.

Skills and Ability

- Excellent written and verbal communications including the ability to write for a range of audiences within formal frameworks such as reports and project briefs.
- Practical knowledge of cultural education and employment initiatives and London's creative economy.
- Demonstrated overview of current developments in the cultural and creative sector nationally.
- Understanding of the development needs of the cultural and creative sector.
- Negotiation skills including the ability to influence local, and market leading partners through compelling argument and advocacy.
- Demonstrated understanding of the needs of diverse communities and commitment to equality of opportunity.
- Strong programme development and financial management skills.
- Ability to work as part of a team, contributing specialist skills and supporting colleagues appropriately with a co-operative outlook.
- Ability to handle a variety of tasks simultaneously and to prioritise workload effectively to meet deadlines.
- Ability to respond quickly to new priorities and requests for information.
- Ability to devise operational programmes to deliver strategic plan objectives.