**FAMILY ARTS CAMPAIGN MANAGER – Maternity Cover**

Maternity cover contract ideally 2 September 2015 - 28 September 2016.

**Job Description**

The Campaign Manager will be responsible for the management of a large scale, national collaborative programme led by the visual and performing arts sectors (ABO, SOLT, UK Theatre, ITC, Dance UK, CVAN, Family and Childcare Trust, and The Audience Agency) to increase levels of arts engagement by families and young people by

1. Increasing the amount and range of high quality content available
2. Increasing the quality of experience
3. Improving marketing

Reporting to the Accountable Officer and Campaign Co-Director, the Campaign Manager will have overall responsibility for:

* the day-to-day management of the delivery of all aspects of the campaign ensuring every effort is made to ensure all key performance indicators are met. This includes:
  + 600 participating organisations in the 2015 Family Arts Festival, 80% from outside London; 300 participating NPOs. 350,000 family members reached, 60% from outside London
  + 100 new organisations signed up to Standards
  + Two Family Arts Network training events
  + Evaluation report for 2015-16
* Researching and writing a four-year business plan to shape the development and delivery of the next phase of the Campaign, including development of Family Arts Campaign Europe – a four year project involving at least five other EU countries (funding confirmed March 2016).
* Managing the external contract for the Family Arts Festival PR and web support, and the day-to-day liaison between the Campaign and contracted teams.
* Leading on all aspects of support for the Festival including ensuring all arts organisations are signed-up to the terms and conditions for the Family Arts Festival and have provided all relevant copy and images for the Festival website, marketing the Festival to the public.
* Developing and overseeing delivery of the Family Arts Standards element of programme
* Developing and supporting the Local Family Arts Networks
* Taking responsibility for the development and delivery of a strategy for dissemination and legacy to ensure the maximum possible long term impact for the Campaign.
* Taking responsibility for strategic management of communications with all key audiences including ensuring on-going effective communication with all partners and stakeholders;
* Overseeing evaluation of Campaign ensuring effective engagement between the Campaign, arts organisations and all stakeholders
* Developing activity to ensure the Campaign’s Equality Action Plan is delivered, including management of carers in the workplace activity
* Preparing reports for the Project Board and Funders on the Festival and other relevant aspects of the Campaign.
* Managing the work of the Campaign Administrator & Communications Officer
* Developing and managing a fundraising strategy in order to build the future sustainability of the project
* Managing project budget and cashflow

Key deliverables for the period September 2015 – March 2016:

* 600 participating organisations in the 2015 Family Arts Festival, 80% from outside London; 300 participating NPOs. 350,000 family members reached, 60% from outside London
* An increase in number of organisations signed up to the Family Arts Standards to enable the KPI for 2015/16 of 100 new organisations signed up
* 1 Family Arts Networks training event
* Interim Evaluation Report published December 2015 focusing on evaluation of the Festival and full Evaluation Report published March 2016
* Four-year business plan written and approved by Project Board
* Progress against Equality Action Plan
* Update reports written for Project Board meetings in November 2015 and February 2016
* Activity delivered within budget

### Qualities required

To fill this diverse and demanding role the ABO is seeking an experienced manager who can plan their own work efficiently. The post-holder will often be required to work unsupervised and to plan their own work efficiently with great attention to detail and persistence. Specific qualities include:

|  |  |  |  |
| --- | --- | --- | --- |
| Competency |  |  | Essential/ Desirable |
| Experience | 1.1 | Experience of planning and delivering national collaborative campaigns  Excellent communication and “people” skills  Excellent negotiation skills  Budget management skills  Staff management | Essential  Essential  Essential  Essential  Essential |
| Knowledge | 2.1 | Website Content Management and CRM databases  Microsoft Office software  Commitment to equality and diversity | Desirable  Essential  Essential |
| Skills/ Abilities | 3.1 | Good communication skills, oral and written  Time and task management  Ability to prioritise work  Ability to work unsupervised  Ability to work as a team member  Attention to detail | Essential  Essential  Essential  Essential  Essential  Essential |
| Qualifications | 4.1 | Educated to at least ‘A’ Level or equivalent with a minimum of 5 GSCE grade A-C or equivalent including Mathematics and English  Evidence of continuous personal development | Essential  Desirable |

**Application details**

To apply email the completed application form to: [david@soltukt.co.uk](mailto:david@soltukt.co.uk)

**Closing Date: 9am, Monday 27 July**

**Interviews: morning of either Thursday 30 or Friday 31 July**

**Employment details**

Office location initially 32 Rose Street, London WC2E 9ET (nearest Underground stations Leicester Square and Covent Garden). Home working likely to be required from November 2015. Occasional travel in the UK will be required.

Office hours Normally 10.00am – 6.00pm but this is flexible and at certain times when pressure of work demands, longer hours may be necessary, for which time off in lieu can be arranged.

Reporting to Accountable Officer (Mark Pemberton, Director, ABO) and Campaign Co-Director (David Brownlee)

Holidays 20 days per annum plus public holidays and the period between Christmas and New Year when the office is normally closed.

Notice There will be an initial three months’ probationary period, during which one week’s notice of termination of employment will be required on either side. Following confirmation of the permanent post, one month’s notice will be required on either side. The contract is for a fixed term period ending 28 September 2016.

Salary £35,500 per annum

Pension contribution Following completion of the probationary period, the company will make a contribution of 5% of salary to the post holders’ personal pension.

Season ticket loan A season ticket loan is available.

N.B.: The Family Arts Campaign is in an exciting period of development and change. A major European funding application will lead to a change in employer during the period of this contract (terms and conditions of employment will remain unchanged). The result of the funding application (due March 2016) will lead to a review of staffing requirements.

The ABO is striving to be an equal opportunities employer. In matters of recruitment and employment we will ensure that no individual receives less favourable treatment on the grounds of gender, race, ethnic or national origin, religious beliefs, marital status, sexual orientation, age or disability.

**About the ABO**

The ABO’s mission is to enable and support a vibrant, innovative, collaborative and sustainable orchestral sector. It exists to support and champion professional orchestras in the UK in their ambition to perform music to the highest artistic standards for the widest possible audience.

The key objectives of the Association cover three areas of activity:

* **Connecting** members to other members and the wider industry through networking opportunities, keeping our members well-informed and up-to-date with best practice to help build resilience and financial sustainability.
* **Championing** British orchestras and the wider membership, raising their profile and influence with key stakeholders and the British public, through political engagement, the media, social media and stakeholder bulletins. We will track and influence the development of cultural policy from the European Union, UK government, local government and devolved administrations, and advocate the value of public and private investment in the orchestral sector.
* **Developing** the skills and knowledge of our members’ staff, including providing and signposting to high quality professionaldevelopment opportunities for all tiers of management and musicians.

**History**

The Association of British Orchestras was founded in 1947 as the Orchestral Employers' Association, primarily to negotiate with the Musicians' Union and other bodies on behalf of its membership, which consisted almost entirely at that time of those orchestras receiving annual funding from the newly established Arts Council of Great Britain.  In 1982 the Association took on company status, becoming the Association of British Orchestras. It continues to negotiate the ABO/MU Freelance Orchestral Agreement and represent its membership in discussions and negotiations with a number of other national and international organisations.

The past decade has seen a substantial development in the organisation in terms of its size (an increase from 35 in 1989 to over 150 today) and its role, which has expanded to include a diverse range of activities designed to support the development of the UK's orchestral life. The ABO now has an extensive programme of events from Specialist Managers Meetings to training coursesand its ever-popular Annual Conference.

The ABO has developed a role as co-ordinator of various national projects, especially in the area of education and community work, and has also mounted a number of research initiatives, with a series of important industry reports being produced, such as a comprehensive statistical survey of the UK's orchestral profession, *Knowing the Score*, the highly influential report on noise damage to musicians, *A Sound Ear*, and its *Professional Partnerships* project funded by Youth Music and Creative Scotland.

It also has a successful history of campaigning on behalf of its members. Recent initiatives include its #orchestraseverywhere campaign, achieving the repeal of the Social Security (Entertainers) Regulations, and lobbying successfully for the extension of creative tax relief to orchestras. The ABO is a member of Pearle\* (Live Performance Europe) and regularly attends meetings in Brussels and conferences across Europe, monitoring and lobbying on legislation and regulations at European level.