

JOB DESCRIPTION

EXECUTIVE DIRECTOR

Key objectives:

- To drive the development of the organisation through effective strategic, artistic and operational leadership
- To deliver the artistic and organisational vision and mission, ensuring that the company remains at the leading edge of current practice
- To further the organisation's regional, national and international reputation as a major centre for the presentation and promotion of contemporary craft, developing our profile and status at every level
- To provide an effective Company Secretarial function for the charity

Responsible to/for:

The Executive Director is responsible to the Board of Directors and line managed by the Chairman of Trustees.

The Executive Director is responsible for the:

- Head of Finance and Operations
- Marketing Manager
- Exhibitions Manager
- Education Manager
- Development Officer
- Retail Manager
- Head Chef
- Front of House (Café) Supervisor

Key responsibilities include:

Artistic direction

1. Develop high quality programmes of education and exhibition work that reflect the vision and mission of the organisation and increase volume and reach of audience participation
2. Work with the Selection Committee to enhance the membership base of the organisation and ensure strategies are in place for maker and Member development and communication
3. Establish a strong developmental presence within the regional and national craft sectors
4. Develop and lead on key partnerships with makers, external organisations and funders

5. Act as spokesperson and ambassador for the organisation, and champion contemporary crafts regionally and nationally

Operations

1. Lead on the organisation's business planning process with the Board and staff, developing, implementing and managing key activities, priorities and risk reviews
2. Lead on the development of strategies and partnerships for securing new sustainable income through fundraising and retailing
3. Effective leadership of the trading company, working with the Head of Finance and Operations and the trading Managers to monitor business performance and create financial models and budgets
4. Oversee the recruitment, management and professional development of staff in order to ensure maximum efficiency and performance
5. Manage direct reports, ensuring that they are enabled to manage their areas of responsibility efficiently and effectively
6. Lead organisational teams to ensure project delivery within budget and to timescales, ensuring that communication is effective across the organisation
7. Manage the process of change associated with key developments, such as the capital project, working with Trustees, Members, staff and other stakeholders to establish the best outcomes for the organisation
8. Monitor the implementation of best practice and legislative requirements including the areas of employment, premises, Health and Safety, equal opportunities and diversity

Fundraising

1. Identify and develop new funding opportunities and income streams for the organisation
2. Oversee the work of the Development Officer in implementing the Fundraising Strategy, including the development of stewardship schemes, project proposals, timelines and budgets
3. Maintain and further relationships with regular and one-off funders, partners and other stakeholders, including ensuring compliance with grant conditions and reporting requirements

Governance

1. In conjunction with the Chairman of Trustees recruit Trustees and facilitate Board level operations such as Board meetings and Annual General Meetings
2. Support the Board to ensure their informed policy and decision-making
3. Act as Company Secretary to monitor and implement best practice and legislative requirements in terms of charity and company law

The above should not be regarded as exhaustive or inclusive as there may be other duties associated with the post

PERSON SPECIFICATION

Essential

- Senior management experience in a creative setting, with proven experience of strategy development and implementation
- Curatorial and/or arts education experience
- High level project management experience
- Knowledge of retailing and marketing
- Excellent relationship management techniques with highly developed interpersonal, communication, influencing and negotiating skills
- Strong leadership skills and performance management abilities
- Knowledge of funding opportunities
- Good understanding of budgets and accounts
- High level of knowledge of the crafts sector
- Analytical skills and a creative approach to problem solving

Desirable

- Knowledge of charity and/or company law
- Experience of working with a Board of Trustees or similar governance structure
- Experience of capital developments
- Experience of developing entrepreneurial activities
- Good understanding of information technology and digital marketing
- Related educational qualifications to degree level or equivalent

COMPETENCIES

The Devon Guild operates a competency based appraisal process. The competencies associated with Grade 1: Executive Director are listed below.

Leadership and Strategic Thinking
<ul style="list-style-type: none">• Inspires through dynamic leadership and is admired and recognised as a role model for leadership behaviour• Communicates a compelling vision for the future that generates energy, enthusiasm and commitment to the team• Takes a strategic perspective, striving at all times to understand the longer term direction of the Charity. Develops strategic plans to integrate operational requirements with longer term goals.• Constantly reviews the key elements of current strategy undertaking reality tests by monitoring performance against goals• Takes difficult decisions and measured risks• Resilient and determined when dealing with other people• Seen as a leader in the sector, influencing sector debates and direction
Management and Team Working
<ul style="list-style-type: none">• Visible in their activities and approachable to all• Orchestrates events and opportunities to pull the team together

- Challenges and is prepared to be challenged by others
- Valued for sound application of knowledge and expertise
- Generates succession plans, builds cross-functional teams
- Monitors performance and gives effective feedback. Addresses poor performance, is fair, consistent and unbiased
- Sets objectives and personal development plans; ensures staff have the necessary skills

Communication

- Is able to create and implement a communication strategy to promote a particular course of action.
- Puts forward convincing presentations at Board level on complex issues and responds effectively to questions.
- Uses diplomacy and advocacy to explain, convince and get agreement to major plans, changes and new ventures which affect the Charity as a whole.
- Proactively seeks opportunities to share information.
- Is prepared to confront and challenge in a proactive way

Thinking and Decision Taking

- Able to balance pressures of the current situation against longer term strategic goals. Produces logical, practical solutions
- Sharp analysis of issues – able to identify cause and effect. Able to identify key skills / individuals for resolution in crisis
- Considers wider implications – seeks evaluation and feedback for Charity wide decisions which impact on performance, control and strategic development of the charity

Focusing on Delivery

- Regularly reviews structure, systems and planning process. Develops annual operating plans including resourcing for teams. Schedules people, equipment and Budgets
- Draws up contingency plans; maintains focus on key objectives for self and team. Monitors trends and variances against plan
- Helps others focus on results that must be achieved. Will commit significant resources to reach a challenging goal while taking actions to minimise the risks

Customer Focus

- Is keenly attuned to the changing nature of the Charity and its future needs. Understands business/tactical goals
- Brings new opportunities to the Board (Devon Guild Limited and Devon Guild of Craftsmen) and ensures audience development is at the forefront of strategic planning
- Is able to give informed advice on the services provided by all sections and areas of the Charity's work
- Provides innovative solutions which are considered as best solutions within the sector

Financial and Sector Awareness

- Able to use financial analysis to support strategic decision making. Uses knowledge of external environment to assess impact on our market and educates others on new sector possibilities.
- Oversees the production of accurate and timely reports or management accounts, and is aware of financial aspects of external environment.
- Uses broad knowledge of external economic and social trends to prepare new business strategies
- Has a knowledge of likely sources of funding and prepares strategic plans for fundraising activities

Learning and Improving

- Takes a strategic approach with regard to specialist skills, reflects and evaluates effectiveness of current corporate initiatives to drive further progress.
- Ensures the organisation continues to drive forward by benchmarking progress. Creates a culture of continuous improvement and performance
- Recognised externally as an industry expert or leading authority in the field. Develops new thinking, design or concepts which give significant advantage to the Charity