



STANLEY HALLS

COMMUNITY ARTS CENTRE - SOUTH NORWOOD
DIRECTOR - RECRUITMENT INFORMATION PACK

Mission and Current Activities

Stanley Halls is building a reputation for live music and comedy, with our larger gigs and the pre-Edinburgh “Leave ‘em Laughing” weekend attracting national media mentions for “10 best things to do”.

Community-led events are also vital to our offer; currently these include 80s Disco, Northern Soul and Salsa nights. Local hirers offer classes in yoga, tango, boxing and other well-being pursuits. Currently, the venue is hired for weddings and parties. Offices and studio spaces are rented to tenants, largely from the creative sector.

We are seeking an experienced arts professional to manage the staff team in carrying out day-to-day operations while leading on programming, audience development, marketing and branding. Audience development is a key aim for our next phase.

Stanley Halls is a Grade II listed series of buildings with a significant footprint in South Norwood. It comprises an auditorium (capacity 290), two assembly halls (60 to 80 people), gallery, bar, café, and a dozen smaller spaces.

Our mission is to provide arts and entertainment for our diverse community and to ensure the venue’s long-term resilience. We aim to have a demonstrably positive impact on the quality of life of local communities and to make a substantial contribution to the economic and social regeneration of SE25.

Our neighbourhood has a 60% BAME community, largely of West Indian and West African heritage and a significant Polish community. Our population is predominantly young, with above average numbers of young families and teens. Excellent, fast rail links from Norwood Junction to London Bridge and beyond attract commuters.



Our Next Phase

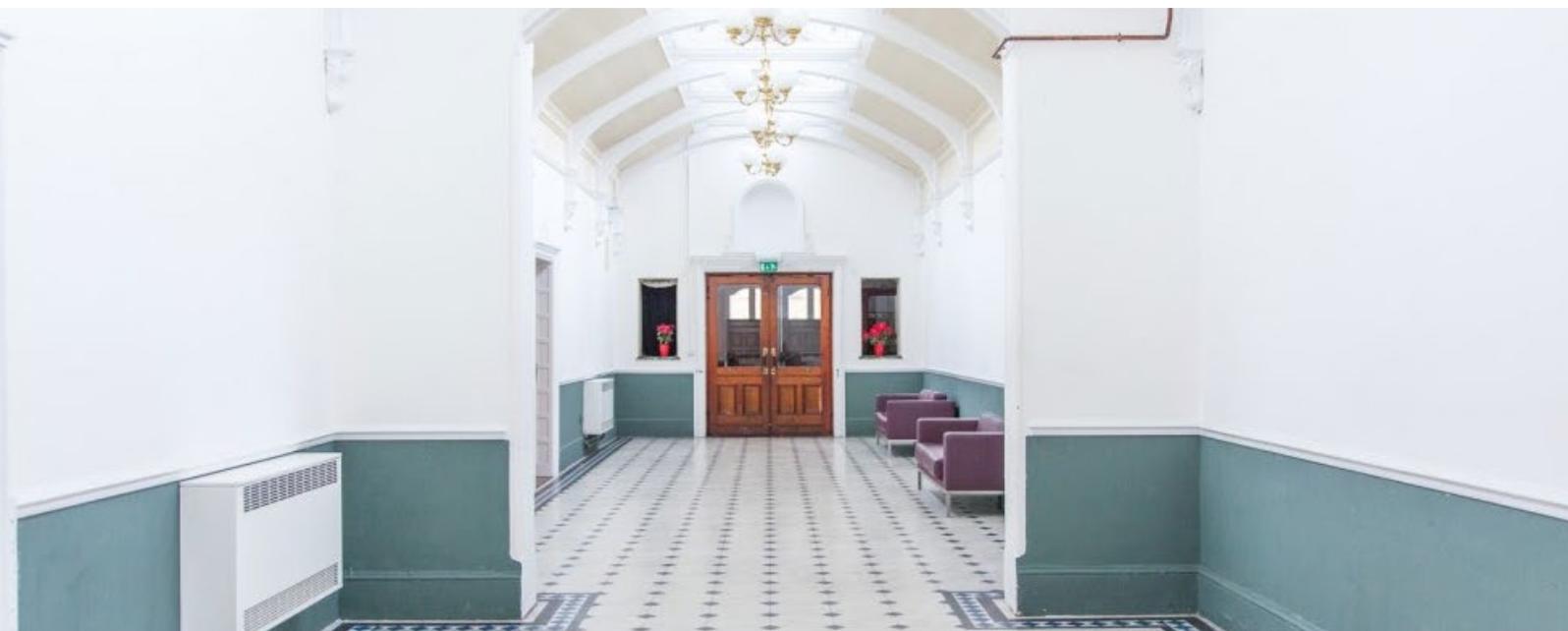
Our next phase will require a careful balancing act to maintain successful programme and hire elements, while shifting our output and usage to better reflect the communities in which we sit. This is likely to mean developing strong bonds with local community groups and organisations, working with them to identify the needs in local art and community provision and developing programming to reflect these new partnerships.

This path will require strong leadership and a collaborative approach as we will be working with a wide variety of stakeholders including local residents and businesses, community groups, Croydon Council, potential funders and arts organisations of all shapes and sizes. Croydon is currently riding the tide of significant development of the arts. It is vital that Stanley Halls is a visible and notable part of the borough's arts provision.

Since taking the lease in 2015, we have established a staff team, procedures, and regular hires and an events programme, which is evolving.

The Halls presents some specific challenges due to its age, such as sound bleed and the lack of a public facing hub, which (with no large-scale funding to address them) require lateral thinking in programming and an eye always open for discrete pots of funding with which to make gradual improvements. It also presents enormous opportunities, with a staff keen to provide the public with the best experience possible and the potential for arts and community collaboration to be developed by existing building users.

We are seeking a Director with the experience to lead Stanley Halls into the next phase of development to fulfil its potential as a distinctive local venue with a London-wide reputation.



The Director Role

Reporting to the Chair of Trustees, the Director is a key leadership role, responsible for:

The day-to-day management of Stanley Halls
Arts and events programming
Strategic development

We are seeking candidates with the managerial and commercial experience to run and develop the venue. All three business strands – tenants, performances and community hires – are essential to resilience.

The Director will be responsible for managing a staff team (currently 3 FTE).

S/he will need a hands on approach to running a multi-functional venue with several hire spaces often in use at the same time, catering to different user groups and needs. Good people skills are essential.

S/he will be responsible for developing the business plan, managing the budget, and ensuring that the vision can be delivered within available resource constraints. Financial management experience is essential.



Audience development, marketing and branding:

The Director will develop and oversee effective marketing and branding strategies to raise the profile and reputation of Stanley Halls' events and generate venue hires.

S/he will develop events programming, identifying and working alongside creative partners and promoters. Programming should appeal to our local audiences to embed Stanley Halls in the local cultural map and foster pride in SE25.

Stakeholder outreach

S/he will maintain and develop the strong relationships we currently enjoy with Croydon council and with WeLoveSE25, a vibrant, councilor-led community development forum and develop new relationships to ensure all sections of our community feel ownership and a sense of belonging at the Halls.

S/he will need to develop relationships within Croydon's thriving arts culture – the product of an outer London location appealing to creative business, and of substantial council investment in re-developing central Croydon's Fairfield Halls.

User experience

The Director will be expected to identify building modifications to improve the user experience, within a budget.

They will also lead on identifying our current and developing audiences and entering dialogues with them to shape future provision.

Values and equal opportunities

The Director will oversee the internal management system, policies, and procedures – promoting and maintaining an organisational culture that values the highest standards and continuous improvements to our services.

SPI has a commitment to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

SPI is an equal opportunities employer and actively promotes diversity in its staff. We welcome applications from all suitably qualified people, regardless of their gender, race, disability, sexual orientation or age.

These values extend to our hirers and audiences, and although the building presents some physical challenges to full accessibility, we aim to provide opportunity and entertainment that includes and represents everyone.



Job title: Director, Stanley Halls

Responsible to: The Chair and Board of Trustees of SPI

Responsible for: All staff

Terms:

- 40 hours per week - Salary of £36,000 - £40,000, dependent on experience.
 - Overtime is not paid but time off in lieu can be taken by arrangement with the Chair of Trustees in accordance with the Staff Handbook.
 - The Director will be required to work evenings and weekends.
 - Permanent contract.
 - 6 months' probation during which one month's notice required.
 - Following successful completion of probation, notice period of three months applies.
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Overview: The Director will engage the board, staff, stakeholders and audiences in a shared vision. They will lead Stanley Halls, its people and its stakeholders in developing and delivering an ambitious but achievable artistic & business strategy while providing effective oversight of ongoing operations. They are key to ensuring Stanley Halls is seen as an integral part of the fabric of our local community.



Key Responsibilities

Strategy:

Working with the Board of Trustees, craft a vision for the Halls and then develop and deliver a sustainable strategic plan to achieve the vision

- Establish a track record of delivery, establishing the Halls as a credible recipient of funding (incl. a specific focus on the Arts Council).
- Develop a clear understanding of our target audience(s), and how to best attract them to events at the Halls.
- Find clever ways to optimise the resources we have available to us – be it through collaboration, partnerships, skills exchange or the like.

Partnerships:

Expand and maintain strong and active partnerships with arts organisations, community groups and strategic stakeholders.

- Identify potential artistic partners & co-producers.
- Participate in key community initiatives (e.g. We Love SE25, South Norwood Community Festival).
- Maintain a close relationship with key council officers, cabinet members and ward councillors.
- Work in partnership with local communities to develop and deliver a community engagement strategy.
- Establish and maintain a vibrant volunteer programme.

Programming:

Ensure the Halls hosts and leads/co-leads a vibrant programme of events and activities that meet our strategic aims.

- Ensure the artistic vision for the Halls is reflected in programming.
- Design/co-design and deliver/co-deliver projects and activities that reflect, engage and inspire our communities.
- Oversee creation and delivery of the annual marketing plan.

Key Responsibilities

Leadership:

Provide a dynamic, inspiring and collaborative approach, taking delegated responsibility for all aspects of the Halls.

- Create and foster a workplace culture of collaboration, partnership and respect.
- Represent the Halls locally and regionally.
- Line-manage all permanent staff roles.
- Ensure human resources and equality of opportunity practices operate effectively throughout the Halls.
- Provide effective oversight of day-to-day operations (incl. building maintenance, Risk and OH&S, Bookings, Resident Mgmt., FoH, Box Office & Bar) ensuring our customers, audiences, users and residents all receive an exceptional experience at the Halls.
- Ensure systems, policies and processes are in place to deliver a seamless experience for hirers, residents and co-producers.

Financial stability:

Including a clear focus on commercial, tenant and patron income as well as a fundraising plan that maximises opportunities from statutory sources and trusts & foundations.

- Lead the annual budgeting process and provide a clear sense of managerial and financial direction and reporting to the Board as appropriate.
- Develop a 3-year fundraising plan.
- Identify potential funders and prepare submissions.
- Explore a variety of possible income streams that fit with the overall vision for the Halls.

Experience

Experience of working at a senior level in a non-routine environment	Essential
Track record in raising funds from a variety of public and/or private sources and submitting successful bids for grants and sponsorship	Essential
Proven record of working on partnership projects with other stakeholders, sponsors or producers	Essential
Prior experience of developing and managing budgets	Essential
Proven track record of managing, motivating and developing a wide range of staff	Essential
A demonstrable history of managing a successful customer-focused operation	Essential
Experience of community networking leading to greater participation by people often under-represented in the arts	Essential
A proven track record in engaging and growing a diverse audience	Essential
Experience of managing a public and/or entertainment venue	Desirable
A proactive and hands-on approach to marketing strategy in the digital and social media era.	Desirable
Previous experience of leading the artistic vision for an arts organisation, venue, festival or project.	Desirable

Knowledge and qualifications

Familiarity with IT systems, including Office, accounting packages & booking systems	Essential
Knowledge of Health & Safety, Equal Opportunities legislation	Desirable
Personal Licence holder	Desirable

Skills and abilities

Excellent organisational and time management skills and the ability to manage a busy workload, prioritise and work to deadlines within budget	Essential
Excellent interpersonal skills and good written and verbal communication skills	Essential
Operating and communicating effectively at board level, including communicating options and proposals to support effective decision making	Essential
Managing and developing a strategic planning process, working with and through a variety of stakeholders	Essential
Effectively manage relationships amongst staff and stakeholders	Essential
Identify opportunities and make connections with individuals and organisations in support of organisational objectives	Essential
Facilitating meetings and workshops with staff and other stakeholders, building consensus and ownership of the agreed outcomes	Desirable
An ability to think both strategically and pragmatically, developing and implementing a vision which turns artistic and cultural inspirations into reality, balancing artistic and financial objectives	Desirable
Identify when Board input is required and be skilled in drawing in the necessary support to achieve early resolution of issues	Desirable

Personal attributes

Progressive, positive and forward-thinking attitude	Essential
A motivated self-starter who enjoys working with a variety of people, projecting professionalism, pragmatism and a can-do approach	Essential

If You Have Any Questions

If after reading the material you have further questions about any aspect of this appointment, or wish to have an informal and confidential discussion about the position, please contact Cameron McLeod, Chair of Trustees on email chair@stanleyhalls.org.uk

How to apply

To apply, please complete the application form available at:
www.stanleyhalls.org.uk/about-us/director

Please then email the completed application to
chair@stanleyhalls.org.uk

