

# Post Specification

## Post Specification - Key Information

- **Post Title:** Cultural Venues and Programming Manager
- **Date:** February 2025
- **Post Group Number:** 8514
- **Job Family:** Organisational Support
- **Job Family Role Profile:** OS15
- **Final Grade:** 15

To be read in conjunction with the job family role profile.

## Service Area Description

We have a frontline team within Cultural Services which sits within Community Infrastructure as part of the Thriving Communities Directorate. The Cultural Services team share many common goals and strategic aims. These services include:-

- Libraries
- Archives
- Registration
- Cultural Venues
- Indoor and Outdoor Markets
- Community Hubs
- Museums and Collections
- Culture and Arts

## Purpose of this Post

The cultural venues and programme manager's overarching responsibility is to ensure that the venues are running smoothly and efficiently. The role requires a strong understanding of the vital aspects of managing both front and back of house operations, as well as the ability to deal with event production, crowd management, rapidly changing circumstances and emergency situations.

To manage the programming at our venues to reach new audiences or expand the venues offer, as well as working with key stakeholders to develop and deliver a programme of events and activities. To create a carefully balanced programme of commercial, cultural and community events in line with the cultural strategy and the Westmorland and Furness Council Plan.

To work closely with our comms and marketing lead, other managers within Culture, as well as the Council's communications team to develop marketing plans and create our what's on guides and promote through our thriving socials and website.

To reflect on and measure the financial viability of the programme to ensure the right balance. To measure performance and articulate the social benefits of each performance to evidence non-cashable benefits to our community.

To manage variable teams across Westmorland & Furness in regard to venues, comms and marketing, box office and customer care, casual and volunteer staff. This includes persuasive skills

in regards to out of hours working, working in a complex customer environment including adhering to trading regulations and complex health and safety legislation.

To work with our commercial manager to plan and implement strategies to stimulate income generation and efficiency.

In addition, to initiate and maintain effective partnerships with external funding agencies and key partnership networks, seeking opportunities for additional funding within the sector.

### Key Job Specific Accountabilities

- Staying aware of the latest trends and developments
- Bringing in new business/income streams
- Manage budgets, identifying additional income such as sponsorship and grants to supplement existing funds. This part of the business works closely with ACE, UKSPF and other bodies to identify opportunities to bid for funding, to provide grants. Manage budgets for the venues.
- Assessing the financial viability of the programme and individual shows whilst balancing the needs of community and cultural partners, which may deliver non-cashable benefits for the council
- Undertake tasks to ensure business continuity of the service
- Working together with relevant departments to develop accurate and consistent bids
- Establishing sales/income/attendance key performance targets and ensuring these are measured and met
- Motivate and develop established staffing structures, ensuring the venues run smoothly and effectively, providing the best possible experience for customers and users.
- Managing risk assessments for new initiatives
- Creation, maintenance, and enforcement of policies, procedures, and governance to manage commercial risk as well as leading contractual negotiations in conjunction with the Senior Leadership Team.
- Ensuring the venues are compliant with health and safety legislation, licencing and any legal requirements pertaining to the safe operation of the facility.

*Please note: Annual targets will be discussed during the appraisal process.*

### Key Facts and Figures of the Post

- **Budget Responsibilities:** Budget responsibility for venues
- **Staff Management Responsibilities:** Barrow Forum Team approx. 13 staff and to oversee management of all other cultural event venues.
- **Other:** None

### Essential Criteria

#### **Qualifications:**

- Educated to degree level or relevant experience/qualification related to Venue Management..

#### **Knowledge:**

- Extensive knowledge of some or all aspects of the service areas, including statutory responsibilities and the regulatory frameworks
- Extensive knowledge of relevant local authority and wider public sector strategies and initiatives
- Extensive knowledge of venue management and cultural programming

- Knowledge and understanding of service standards and performance criteria
- Knowledge of project management and risk management
- In-depth knowledge of business development, financial management of projects, customer management.

### **Experience:**

- Previous experience in a managerial position
- Previous experience in programming and event management
- Experience of thriving in a highly pressurised and dynamic environment.

### **Expertise:**

- A high degree of financial, commercial and customer awareness
- Ability to develop and maintain effective relationships with suppliers, customers, senior managers, internal and external partners.
- Ability to listen to the needs and requirements of various stakeholders and be able to effectively verbalise their own ideas.
- Able to communicate confidently and effectively with key Stakeholders
- Adaptability when dealing with the many different aspects and different challenges that can arise when managing venues.
- Excellent organisation skills for managing the numerous tasks involved in running a venue and organising the people who work within it.
- Commercial awareness to maintain profitability.
- Ability to use strong analytical and communications skills to respond to and resolve issues in order to protect and enhance the Council's reputation
- Excellent organisational skills to balance and prioritise their workload and meet deadlines
- Excellent customer service skills to grow the client base/service users.
- Strong leadership skills to guide and motivate others
- Strong strategic and negotiation skills to make sound commercial decisions
- Excellent interpersonal and communication skills

### **Disclosure and Barring Service (DBS) Checks**

- This post requires does not require a DBS check.

### **Job Working Circumstances**

- **Emotional Demands:** Ability to work under pressure
- **Physical Demands:** Minimal
- **Working Conditions:** Need to work across different sites in Westmorland and Furness
- **Other Factors:**

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- Requirement to travel across Westmorland and Furness
- Requirement to work outside of normal office hours