

## General Manager brief

**Fee:** Estimated at £20,000 to 24,000 per annum, based on an agreed daily fee, dependent on experience

**Terms:** Freelance. Estimated at 2 to 3 days per week on average; some periods will be busier than others. The General Manager must be available throughout June, July and August.

### ABOUT US

National Youth Ballet of Great Britain ("NYB") was founded by Jill Tookey in 1987 with the aim of widening participation and developing skills in all aspects of ballet performance. We do this by enabling young dancers aged 8 to 18 to have an authentic and high quality experience of being in a ballet company, collaborating with their peers, alongside musicians, designers, production and technical staff and stage managers, under the guidance and support of established professionals.

Hundreds of young dancers audition each year for the highly coveted places in the Company. Many of our alumni go on to gain contracts with major ballet, dance and musical theatre companies throughout the world.

Alongside this our *Beyond Ballet* programme nurtures young choreographic and creative talent, supporting emerging choreographers and dance professionals through the process of developing, rehearsing and staging work at professional level within a company environment. Beyond Ballet participants have gone on to successful careers in many leading ballet and dance companies.

NYB also commissions bold, new work, created by eminent professional choreographers in collaboration with designers, composers, costumiers and technicians. This work culminates in a complete company experience and public performance in venues such as Sadler's Wells in London and The Crescent in Birmingham.

We have a stellar team of patrons including Dame Darcey Bussell CBE, Sir Matthew Bourne OBE, Joanna Lumley OBE, Dame Monica Mason DBE, Sir Peter Wright CBE, Carlos Acosta CBE, Sir David Bintley CBE and Lauren Cuthbertson. Sir Matthew Bourne said "I have been so impressed by the ambition of this company. We are not just looking at pieces of choreography, we are looking at pieces of theatre and that's amazing! NYB simply doesn't settle for second best."

In 2020 we are offering a national programme of masterclasses and workshops, through spring, summer and autumn, creating the building blocks for a re-launched residential programme and public performances planned for summer 2021.

We are now seeking an experienced, entrepreneurial and energetic General Manager, to lead the next stage in our organisation's development. Working in tandem with a dedicated board of trustees an experienced freelance creative team, and supported by freelance administrator, fundraiser, social media manager and accountant, the General Manager will play a pivotal role in scoping and securing the company's future. By doing so, we aim to expand the offer we make to children and young people throughout the UK, making the company truly national, increasing our reach and impact, and

Patrons: Carlos Acosta CBE, Sir David Bintley CBE, Sir Matthew Bourne OBE, Dame Deborah Bull CBE, Dame Darcey Bussell DBE, Jayne Cadbury MBE, Lauren Cuthbertson, Antony Dowson ARAD, Stephen Jefferies, Janet Kinson FISTD, Joanna Lumley OBE, Dame Monica Mason DBE, Anna Meadmore, Angela Mortimer, Samira Saidi, Dame Antoinette Sibley DBE, Wayne Sleep OBE, Sir Peter Wright CBE

supporting the ballet and wider dance sector through the development of young dancers and emerging creatives.

## **PURPOSE OF THE ROLE**

- The General Manager will be responsible to the chair and board of trustees for the leadership and strategic direction of the charity.
- To be responsible for developing organisational sustainability, through monitoring National Youth Ballet's fundraising strategy and overseeing the cultivation of strategic partnerships that contribute to a resilient business model.
- To provide leadership in all aspects of company management and administration of NYB.
- To support the creative team to ensure the charity fulfils its mission

## **KEY RESPONSIBILITIES**

### **Business Planning**

- Develop and implement a strategic plan for the growth and development of National Youth Ballet and ensure our economic viability
- Work with creative team to develop and deliver annual programme of courses and events, in support of professional development, performance and education and outreach objectives
- Attend trustees' meetings
- Identify the personnel structure which best supports the organisation's development, present a recruitment plan if necessary and oversee work of all personnel.
- Report to the board on the progress of the charity on all matters relating to company governance

### **Fundraising**

- Oversee the work of our fundraising consultant in order to enable her to research and make applications to trusts/foundations and grant sources in a timely manner
- Work with the fundraising consultant to establish regular pattern of individual giving to support core costs
- Maintain fundraising data (individual giving, trusts, grants and sponsors) for actual and prospective income
- Initiate fundraising events. Deliver effective presentations to supporters and potential donors
- Devise a simple stewardship programme, communicate appropriately with all supporters and manage delivery of benefits as required

### **Finance**

- Draft budget (for approval by trustees) and manage all income and expenditure within agreed budget
- Oversee the (outsourced) accountant and ensure the timely and complete preparation of monthly management and annual accounts and annual report for the charity's financial year
- Develop and implement effective financial control and information systems that allow for efficient reporting to all stakeholders, internal and external
- Build and develop the potential revenue streams from Summer School, annual performances, auditions and masterclasses

### **Marketing & communications**

- Identify and recruit suitable freelance marketing and / or communications resource to support the development of the company

- Oversee the creation and implementation of an annual plan around both participant recruitment and company marketing, communications and PR, including public engagement in ticket sales for annual performances
- Oversee a website review and develop core messaging and branding for all stakeholders
- Oversee preparation of press releases, securing coverage in both local and national media for NYB where possible
- Oversee the development of a social media strategy and the freelance social media manager.

#### **Event logistics & delivery**

- Identify and recruit suitable freelance operational team to support the delivery of the annual programme of events
- Oversight of all logistics and event delivery
- Ultimately responsible for health and safety, Child Protection and Safeguarding, company policies around equality and diversity and all contractual arrangements.
- Contract artist team and other suppliers
- Recruit and manage assistants, volunteers and other staff as appropriate

#### **Governance and relationship with the Board of Trustees**

- Support the chair by advising on the structure, composition and engagement of the board.
- Ensure the board has at its disposal sufficient resources, guidance and professional advice on matters concerning compliance with its governing instrument, in accordance with Charity Commission regulations, regulatory bodies and funders
- Fulfil the role of company secretary ensuring the charity complies with all legislation; review board constitution and composition

#### **Other**

- Build and maintain relationships with key stakeholders, including schools, alumni, students; funders, Government policy makers and local authorities
- Build successful alliances and partnerships with other organisations as appropriate
- Act as the main point of contact for all company enquiries
- Act as an ambassador for NYB
- Represent NYB within the ballet, dance and wider cultural sector
- Undertake other reasonable tasks to fulfil the objectives and ambitions of the organisation

#### **Person Specification**

Offered on a part time, highly flexible basis, this opportunity would suit a pro-active, highly organised and personable arts manager with experience across a variety of areas:

- At least three years' senior management experience or in a leadership role, ideally within charitable cultural or education sectors
- Proven strategic understanding of good business and financial planning
- Well organised, with ability to create/execute plans and schedules, and to manage own workload and time efficiently.
- Excellent communication, presentation and interpersonal skills with the ability to promote National Youth Ballet to a range of audiences
- Financially literate, with experience and proven track record of managing budgets and finance systems.
- Technically literate, with proficiency in office software
- A commitment to the cultural development of children and young people from all sectors of society

- Ability to create effective partnerships
- Highly motivated self-starter with a strong achievement drive and commitment to meeting objectives
- Strong commercial awareness and ability to negotiate, persuade and influence to achieve the best results for the organisation
- Ability to work under pressure, meeting deadlines as required
- Experience of overseeing successful, complex projects
- An entrepreneurial approach and proven track record of income generation
- Excellent people management and motivational skills
- The ability to work with creative talent and strong personalities
- A collaborative approach and willingness to listen
- We will require candidates to have a full enhanced DBS check

#### **Desirable Requirements**

- Knowledge of the subsidised dance sector
- Knowledge and understanding of dance training and development in the UK

#### **Resources**

This is a freelance part-time role working mainly from your own base. The estimated commitment is 2-3 days per week (on average, with workload biased according to NYB's calendar). The fee is offered on a freelance basis, plus travel and related expenses for meetings/related activity.

Candidates will ideally be available to start in April 2020, and for forthcoming masterclass dates.

#### **Applications**

Interested candidates should send a CV and covering letter (no more than two sides of A4 each), outlining their interest and suitability for the role, to [info@nyb.org.uk](mailto:info@nyb.org.uk). In the subject line please write: NYB General Manager Application.

A preliminary informal phone conversation may be possible for interested candidates. Requests should be emailed to [info@nyb.org.uk](mailto:info@nyb.org.uk) and calls with trustees will be scheduled where possible.

**Closing date:** Friday 28 February

**First Interviews:** Monday 9<sup>th</sup> March in London

**Second interviews:** March, date to be confirmed