

## General Manager

### Scope of work

**Terms:** Freelance, estimated at two to three days per week up to a maximum of 120 days per year; some periods will be busier than others. The GM is expected to be present for key activities including the annual residential summer school and performances, which to date have taken place in August.

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

### ABOUT US: Empowering young people through dance

National Youth Ballet cultivates and nurtures talent in young people, who will create the ballet of the future. Our programmes aim to challenge perceptions about what ballet can be and who it is for. For over 30 years NYB has provided transformational opportunities for young people aged 8 – 18 to participate in, create and perform classical and contemporary ballet. We offer programmes of activity that enable young people from all backgrounds to explore and develop their innate creativity through dance.

Our annual **Performance Company** is a unique, intensive programme that replicates the experience of working in a professional company and provides a key stepping-stone to a future career in the performing arts. NYB's alumni make up 10% of the dancers and choreographers in major British ballet companies including The Royal Ballet, Birmingham Royal Ballet, English National Ballet, Northern Ballet, Scottish Ballet, Rambert and Matthew Bourne's New Adventures, and many more have gone on to work in dance and related industries worldwide. In a recent survey, 96% of participants rated the NYB performance company experience as being of the highest quality.

Our **Learning and Participation** programme encompasses three strands of activity: **Beyond Ballet**, an unparalleled initiative that supports emerging creative artists from all areas of the theatre industry in the early stages of their professional careers and / or in transitioning from a performing career; **Applied Ballet**, which trains ballet teachers and early-career dancers to effectively engage students with special educational needs and disabilities in the learning and exploration of ballet; and **Moving Minds** which offers health and wellbeing workshops focusing on building physical and mental resilience and confidence in young people.

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.*

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

## Developments in 2020

NYB reacted quickly to the first lockdown, adapting programmes to an online audience by creating **#NYBInThisTogether**, offering video tutorials via social media for fifteen weeks. The activity was free, accessible and encouraged interaction. Each week an NYB choreographer or alumnus presented a series of three to six short tutorials, filmed from the artist's home. Each video allowed followers to learn excerpts from NYB's repertoire, explore creative tasks and develop performance skills. We also interviewed professional artists based in Scotland, Wales and Ireland. In total we had over 30,000 views of the #NYBInThisTogether content.

In response to the ongoing pandemic and observing the growing need to develop a healthy mind and body, we followed #NYBInThisTogether with an intensive online masterclass weekend in August. Fifty young dancers participated in **Bouncing Back**, a weekend of masterclasses and engaging talks designed to build resilience and confidence in preparation for their return to school. The masterclasses were supported by professional insights from Patron Dame Darcey Bussell, Scottish Ballet Soloist Araminta Wraith, New Adventures soloist Katie Webb and English National Ballet's Sarah Kundi.

Our most recent project allowed an opportunity for young dancers to develop their creativity and self-expression by responding to global events. NYB's 2020 **Choreographic Challenge** invited young dancers to explore how it felt to re-engage with the world around them whilst emerging from lockdown. Dancers were challenged to create a piece of choreography inspired by the theme of re-emergence and set to specially commissioned music by young composer Nicola Chang. Weekly interactive zoom workshops from industry professionals supported and developed participants' skills in all areas of the creative process, underpinning NYB's distinctive commitment to involving children in all aspects of the creative process. Winning entries were showcased on NYB's website and social media channels and recipients received mentoring from Etta Murfitt.

Marcelino Sambé, Principal of the Royal Ballet, judge of the 2020 Choreographic Challenge Musicality Award, said: *I have seen all of the videos, and to be honest with you, I felt very emotional to see such young and talented choreographers. I feel very privileged to be able to see them.*

In these ways we were able to engage and interact with far more young dancers than we would through our residential programme alone, whilst developing and embedding our core values into all delivery. Moreover, we learned valuable lessons on how to stretch ourselves creatively as an organisation, and have developed a digital infrastructure which will allow us to continue to offer an expanded programme of engagement online, in tandem with future onsite and in-person activities.

As we continue to adapt to working in new ways, NYB has never been in a stronger position professionally and creatively, but we need to continue to develop financial resilience to sustain the organisation through 2021 and beyond. This year we are offering a national programme comprising a combination of online and in-person activity (subject to the Covid situation), creating the building blocks for a re-launched residential programme and public performances in summer 2022 (assuming this will be possible).

## PURPOSE OF THE ROLE

An experienced, entrepreneurial and energetic General Manager (GM) will lead the next stage in our organisation's development. Working in tandem with a dedicated board of trustees, Creative Director (CD) and knowledgeable freelance creative team, and supported by freelance administrator, fundraiser, marketing manager, social media manager and accountant (all part time), the GM will play a pivotal role in scoping and securing the company's future. S/he will drive the achievement of our

ambition to expand the offer we make to children and young people throughout the UK, making the company truly national, increasing our diversity, inclusion, reach and impact, and supporting the ballet and wider dance sector through the development of young dancers and emerging creatives. The GM will:

- Working closely with the CD, be responsible to the chair and board of trustees for the leadership and strategic direction of the charity
- Be responsible for developing organisational sustainability, through sound financial planning and management, contributing to and monitoring NYB's fundraising strategy, and overseeing the cultivation of strategic partnerships that add value to a resilient business model
- Provide leadership in all aspects of company management and administration of NYB
- 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 NYB and ensure our economic viability
- Work with the CD and creative team to develop and deliver a year-round programme of courses and events, in support of professional development, performance and learning and participation objectives
- Attend trustees' meetings and report to the board on the progress of the charity on all matters relating to company governance
- Identify the personnel structure which best supports the organisation's development, present a recruitment plan if necessary and oversee work of all personnel

### **Fundraising**

- Oversee the work of the fundraising manager in order to enable her to research and make applications to trusts/foundations and grant sources in a timely manner
- Work with the fundraising manager 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**

- Prepare the organisational budget (for approval by trustees), with input from the CD for discrete project budgeting; manage and monitor 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 potential revenue streams from all activity, online and in-person, including but not limited to summer school, short courses, competitions, annual performances, auditions and masterclasses

## **Marketing & Communications**

- Oversee the work of the marketing / communications manager 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 management and relevant updating of the organisation's website, and work with the marketing manager to 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
- NB: the marketing manager oversees the work of the social media manager

## **Event Logistics & Delivery**

- The GM is ultimately responsible for health and safety, Child Protection and Safeguarding (being the Designated Safeguarding Lead), all company policies and all contractual arrangements
- Identify and recruit suitable freelance operational team to support the delivery of the annual programme of events
- Contract artistic team and other suppliers recruited by the CD
- Have oversight of all logistics and event delivery; 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
- Work with the CD and trustees to progress NYB's commitment to diversity and inclusion in all aspects of its work
- Undertake other reasonable tasks to fulfil the objectives and ambitions of the organisation

## **Person Specification**

Offered on a part time, flexible basis, this opportunity requires 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 and / or education sectors
- Strong knowledge and understanding of dance and the ideals of the subsidised dance sector
- Ideally, knowledge and understanding of dance training and development in the UK
- Proven strategic understanding of good business and financial planning
- Well organised, with demonstrable project management skills and the 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 NYB to a range of audiences
- Financially literate, with experience and proven track record of setting and managing budgets and finance systems
- Digitally literate, with proficiency in office software
- A commitment to diversity, inclusion and 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 remotely and 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

### **Resources**

This is a freelance role working mainly from the GM's own base. The estimated commitment is 2-3 days per week (on average, with workload biased according to NYB's calendar) up to a maximum of 120 days per year. A daily fee is offered, plus travel and related expenses for meetings / related activity.

### **Applications**

Interested candidates are requested to send a CV and covering letter (maximum two pages each), outlining their interest and suitability for the role. The covering letter should address the person specification above, with emphasis on competency in project management, stakeholder / peer management and strategic and financial planning. Applicants are also requested to complete

Please send documents as pdf's to [info@nationalyouthballet.org](mailto:info@nationalyouthballet.org), with the subject line *GM application*.

A preliminary informal phone conversation may be possible. Requests should be emailed, as above, and calls with trustees will be scheduled where possible.

**Closing date:** 10 am, Friday 2<sup>nd</sup> April 2021

**Interviews:** will take place between 5<sup>th</sup> and 16<sup>th</sup> April by arrangement with successful candidates. There may be two interviews.