

# Director

# Application Pack

# Craft NI



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# Welcome

Thank you for your interest in Craft NI. This pack is designed to give you background information on our organisation and support you in your application.

We have included details on our past Strategy and Business Plans, and Annual Reports.

Craft NI and its programmes are funded and supported by the Arts Council of Northern Ireland.

For further information on our activities please visit our website [here](#).

## Introduction from the Chair

Dear Applicant

Thank you for your interest in the role of Director of Craft NI. This is a really exciting time to join us.

Craft NI was set up to support and promote the Northern Irish Craft industry. It is the sector-lead body for the promotion and development of the design-led contemporary craft industry in Northern Ireland.

Craft NI supports and promotes the craft industry as an integral, entrepreneurial and vibrant part of the region's economic and cultural infrastructure. Its key partners include; regional government and agencies, local government, cultural organisations, universities and colleges of further and higher education, private business and industry.

Although the wider funding reductions in the arts sector have been prolonged and sustained, Craft NI has maintained its financial resilience and sustainability through a mixed income model.

We are now seeking a skilled leader, with vision, passion and a strong entrepreneurial approach who can drive and build on this momentum.

We are open to applications from people from a range of backgrounds, particularly those who understand membership organisations and have a proven track record in creating sustainability and business growth.

Applicants will need to have a strong connection to the mission and values of Craft NI and be inspired by our work.

We are delighted to be working with C03, who are supporting us with this recruitment. Therefore, if you have any questions or queries please contact Nora Smith on [nora@co3.bz](mailto:nora@co3.bz) tel 028 90 245 356/07825432333.

Rory Shearer

Chair of the Board of Trustees

## Our History

Craft NI was established in 2005 at the end of a process of consultation with the craft sector in Northern Ireland (2000-2004). Through this consultation the sector agreed that

Craft NI would:

- be a different kind of craft development agency from the Crafts Councils in UK and ROI;
- not be a membership organisation for designer-makers or craft organisations;
- be a small organisation focused on encouraging other organisations to support the craft industry across Northern Ireland;
- while recognising that the contemporary craft sector is broad and diverse, focus its resources on a definition of quality craft practice which:
  - extends practice and ensures high standards of technical skill and design;
  - does not reproduce or restore but is innovative in its aesthetic vision and use of materials;
  - reflects the signature of the individual maker and demonstrates investigation of processes and critical enquiry.

## About Us

Craft NI, is the sector-lead body for the promotion and development of the design-led contemporary craft industry in Northern Ireland.

Craft NI supports and promotes the craft industry as an integral, entrepreneurial and vibrant part of the region's economic and cultural infrastructure. Its key partners include; regional government and agencies, local government, cultural organisations, universities and colleges of further and higher education, private business and industry.

Craft NI and its programmes are funded and supported by the Arts Council of Northern Ireland.

Craft NI was established by the Arts Council of Northern Ireland and receives the majority of its funding from this source for the promotion of the arts. Craft NI has also been supported to a lesser degree by Invest NI and other funders whose remit is to support economic development. These agencies provide funding to Craft NI in order to achieve their own aims and objectives and any NI Executive funding, either directly or indirectly through these agencies, must help achieve government's aims and objectives. A third key relationship for the craft sector is with those organisations that educate and train craft students – schools, colleges and universities. Finally the relationship with the NI Tourist Board is increasingly important as craft has a very direct link with the current emphasis on the development of “experiential” tourism.



## Our Mission

To build an integrated, entrepreneurial and vibrant contemporary crafts industry in Northern Ireland, actively supported by regional and local stakeholders, that contributes increasingly to the creative, cultural and economic life of Northern Ireland.

Craft Northern Ireland will work with, and on the behalf of, the industry and its stakeholders to achieve a significant impact on the cultural, social and economic life of Northern Ireland.

### Current Strategic Objectives

#### Aim

To design and make an integrated, innovative, vital and sustainable ecosystem for Craft that is of international standing and that NI is recognised nationally/internationally as a place that embraces and values the cultural, economic and social significance of Craft.

Our current objectives are:

- Advocacy
- Partnerships and Infrastructure
- Raising Quality Awareness

CRAFT NI combines advocacy, policy development and promotion with a maker-driven entrepreneurial approach. 2019/2020 is an important year for CRAFT NI, as a relatively newly merged organisation. With merger issues now resolved, the priority this year will be to deliver a programme, which deepens engagement with Craft makers, participants and audiences; provides more opportunities to profile Craft in NI - and beyond; and continues to develop skill, ambition and confidence throughout the sector.

We are in the process of developing a new Strategic Plan, within which the new-to-post CEO will play a key strategic role in its development.

## Our Financial Reports

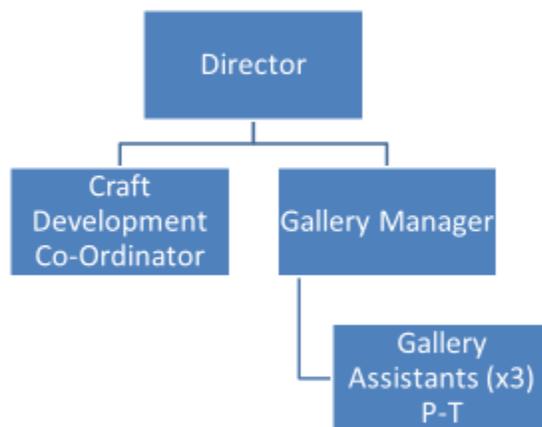
You can view the latest sets of accounts [here](#)

## Our Current Board

- Rory Shearer (Chair)
- Julie Carse
- Kim Mawhinney
- Rachel O'Neill
- Clive Fiddis
- James Toland
- Patricia Flanagan
- Patricia McNeill

## Our Organisational Structure

Craft NI Organisational Chart February 2019



# Job Description

<b>Job Title:</b>	Director, Craft NI
<b>Reporting to:</b>	Chair and Board of Trustees
<b>Responsible for:</b>	Is responsible to the Board for providing leadership and contribution to the strategic and operational management of the Organisation in order to achieve agreed aims and objectives.
<b>Location:</b>	Based in Belfast and travel throughout NI and Ireland
<b>Salary:</b>	£41,846-£44,697
<b>Pension:</b>	Employer contribution based on statutory guidance
<b>Holiday entitlement:</b>	25 days plus statutory days
<b>Relocation</b>	Financial assistance may be given towards reasonable relocation expenses for the successful candidate.

**Probationary Period** One Year subject to satisfactory performance

## Key Objectives of the post

This is a demanding post in a dynamic organisation during a period of change, which will demand the full-time commitment of the individual appointed. The main areas of responsibility will include:

- The development of Craft NI's effective strategic, artistic and operational leadership
- To deliver the artistic and organisational vision and mission, ensuring that Craft NI remains at the leading edge of current practice
- To further Craft NI'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.

## Key Responsibilities Include:

1. Develop a high quality Programme of Professional Business Development and exhibitions of a national and international standing 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 number of people who wish to appear on the Craft NI Maker Directory'. Ensure strategies are in place to ensure register development and enhance lines of communication between the organisation and the sector;
3. Establish strong relationships with industry opinion-formers and decision makers. Keep up-to-date with latest thinking, influence key stakeholders, and ensure that Craft NI is represented and consulted at the top level within the sector. To lead collaborative/partnership programmes on behalf of

Craft NI, represent the organisation at events and meetings, and pro-actively seek opportunities to raise the profile of Craft NI;

4. Develop and lead on key partnerships with makers, external organisations and funders;
5. Act as spokesperson and ambassador for the organisation, champion contemporary crafts regionally, nationally and internationally.
6. To lead the staff team and manage and develop the organisation, its finances, policies and governance, ensuring it is fit for business.
7. To role model the values of the organisation.

### **Governance and Leadership**

Provide visionary leadership. Lead on the organisation's business planning process with the Management Board and Staff, developing, implementing and managing key activities, priorities and risk reviews.

Ensure that Craft NI is well governed and to build effective working relationships with all Board Members.

Attend and present at all Board Meetings and ensure all relevant information is available for those meetings, including financial reports and a director's report on progress since the last meeting.

Ensure all legislative requirements, risk management and policies are up to date - including Health & Safety, financial and employment practices, GDPR, Equality, Diversity & Inclusion, Environment.

### **Income generation and growth**

Develop and implement an income generation strategy that ensure the financial sustainability of the organisation.

Lead on fundraising, with a particular emphasis on securing strategic grants (e.g. from the Arts Council of Northern Ireland, Trusts and Foundations) and sponsorship. To enable future growth and development in line with the vision, mission, business plan and financial strategy. Take the lead in proposing, negotiating, and managing relationships with grant funders/sponsors to ensure a sustainable future.

Lead on the development of strategies and partnerships for securing new sustainable income through fundraising and retailing to create financial resilience and growth.

### **Financial Management**

Manage the financial strategy of the organisation, developing appropriate financial plans, budgets, forecasts and management accounts.

Effectively manage financial risk, generating surpluses and ensuring the organisations financial resilience.

## **Operations and management**

Prepare annual operating plans which deliver against clear targets.

Be responsible for the recruitment and management of a team able to achieve the organisations objectives. Implement systems of reporting, appraisal and staff development and to optimize the work of the team.

Manage the process of change associated with key developments, working with Trustees, Staff and other stakeholders to establish the best outcomes for the organization;

Monitor the implementation of best practice and legislative requirements including the areas of Employment, Premises, Health & Safety, Equal Opportunities and Diversity.

Provide leadership and direction to, staff within agreed strategy and objectives, encouraging and facilitating empowerment and team culture.

Manage, motivate, support and develop staff promoting a 'can-do' culture.

Ensure annual staff reviews, objectives and personal development plans are used actively.

## **Marketing and Communications**

Develop a PR and Marketing strategy to publicise Craft NI's services to paying clients.

Act as a spokesperson for Craft NI, presenting a positive and professional external image of the organisation.

Build trusted relations with key partners and stakeholders and act as a point of contact for important shareholders.

## **Other Duties:**

The Director is expected to attend annual staff and board retreats, annual Maker Forum, the AGM and other events and meetings as required throughout the UK and occasionally internationally. This will sometimes require overnight stays.

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

## Personal Specification

Key Criteria	Essential	Desirable
<b>Professional Qualifications</b>	IT Literate Proficient with Microsoft Office including Outlook, Word, Excel and Power-Point.	
	Degree level qualification	Recognised professional qualification relevant to the role
<b>Experience</b>	A proven track record in senior management with a minimum of five years' experience, with at least three years' reporting directly to a Board or at Senior Director level.	A proven track record in senior management with a minimum of seven years' experience, with at least five years' reporting directly to a Board or at Senior Director level.
	A proven track record of identifying, negotiating and securing funding /new income generation opportunities.	
	A proven track record in leading and managing teams, which includes positive staff engagements strategies and cultivating a collaborative team culture at times of change and role modelling a strong values base.	
	At least five years of significant Financial Management experience. Experience of managing multiple budgets and resources.	

Key Criteria	Essential	Desirable
	Strong strategic planning, prioritisation and execution skills with the proven ability to manage multiple objectives, competing demands and monitor progress and impact through the development of operational plans.	
	A proven track record of developing and implementing an income generation strategy that has secured organisational sustainability.	A proven track record of developing and implementing an income generation strategy that has secured organisational sustainability and growth.
	A proven track record of delivering a comprehensive business transformation project, with an emphasis on achieving significantly enhanced results , whilst maintaining financial balance, acting within a strong values base and increasing quality and customer satisfaction.	
<b>Knowledge</b>	An understanding of the creative industries	High level of demonstrable knowledge of the Creative Industries
	An understanding of retailing	
	An understanding of charity and/or company law	
	Understands the diverse range of funding models available to charities, including grants, project funding, independent trust/foundation funding and trading income etc...	

Key Criteria	Essential	Desirable
	An understanding of social enterprise models.	
<b>Competences</b>	Strong project management.	
	Is proactive with the ability to delivery effectively.	
	Exceptional written and verbal communication skills, with the ability to distil complex ideas in ways that inspire and engage a diverse range of audiences.	
	Experience of influencing, negotiating, representing and networking with external stakeholders.	
	Highly self-motivated, creative and determined with the ability to take initiative and problem solve effectively.	

## Shortlisting Stage

A proven track record in senior management with a minimum of five years' experience, with at least three years' reporting directly to a Board or at Senior Director level.

A proven track record of identifying, negotiating and securing funding /new income generation opportunities.

A proven track record in leading and managing teams, which includes positive staff engagements strategies and cultivating a collaborative team culture at times of change and role modelling a strong values base.

At least five years of significant Financial Management experience. Experience of managing multiple budgets and resources.

A proven track record of delivering a comprehensive business transformation project, with an emphasis on achieving significantly enhanced results , whilst maintaining financial balance, acting within a strong values base and increasing quality and customer satisfaction.

Strong strategic planning, prioritisation and execution skills with the proven ability to manage multiple objectives, competing demands and monitor progress and impact through the development of operational plans.

A proven track record of developing and implementing an income generation strategy that has secured organisational sustainability.

A full current driving licence and access to a car to meet the travel requirements of the job. (Consideration will be given to alternative travelling proposals in respect of applicants with a disability who cannot hold a licence).

*We reserve the right to increase the number of years of experience and desirable criteria.*

## Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, "a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities".

If you consider yourself to have a disability relevant to the position for which you are applying please contact CO3 so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post.

## Equal Opportunities

*Craft NI is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.*

## References

*Applicants are required to provide details of two referees. Referees will not be contacted until after the interview process. You should not seek as a referee anyone who is related to you.*

## Timescales

<b>Closing Date for Applications</b>	<b>First Interview CO3</b>	<b>Second Interview (may include unseen task)</b>	<b>Final Interview (may include seen/ unseen task)</b>	<b>Relevant Reference checks sought and notification provided to candidates</b>
12 noon, Friday 29 March 2019	Thursday 4 April 2019	Friday 5 April 2019	Monday 8 April 2019	Week commencing 15 April 2019