



Job Description

ARTISTIC DIRECTOR

Reporting to: Chairperson, Board of Directors.

Happy Valley Pride is an eclectic, alternative and inclusive week-long arts festival and Pride event for everyone. We celebrate LGBTQ+ life in Hebden Bridge and surrounding areas. Promoting equality and diversity to eradicate discrimination, based on sexual orientation and gender identity, through education and engagement.

Responsible for:

- Setting the overall artistic vision and implementing the strategic vision for Happy Valley Pride.
- Programming and producing the annual LGBTQ+ Pride Arts Festival and year round events.
- Representing the organisation to all stakeholders including funders, staff, industry, media and festival audiences.
- Engaging with the local community and exploring opportunities for creative partnerships in the town, county and further afield.

Key Responsibilities:

Programming.

- Responsible for the organisation's artistic vision, within the organisation's overall artistic mission parameters as set by the Board, and for devising, planning and directing the full organisational programme to be produced with the operational team.
- Oversee all organisational programming.
- Develop relationships with artists, companies and partners.

Finance and Administration.

- Manage the Festival's finances and overall budget with the Treasurer.
- Work with the Board of Directors to assess the organisation's strategic plans, and identify opportunities for improvement while keeping all activity in line with the organisation's mission.
- Support day-to-day financial administration activities as required.
- Recruit and manage the operational team.

Fundraising and Relationship Management.

- Manage existing relationships with core funders.
- Identify and develop new income generation and fundraising activities in conjunction with the operational team and the Board of Directors.
- Proactively engage the business community on behalf of Happy Valley Pride through attendance at networking events.



Marketing.

- Oversee the development of brand strategies to profile HVP nationally.
- Work with the organisation's Graphic Designer to devise and design all marketing campaigns and promotional materials.
- Develop and manage various partnerships and networks, locally and nationally.

Person Specification.

Essential:

- Experience, knowledge and understanding of the LGBTQ+ community.
- Minimum of 5 years' experience in a senior management or leadership role in the arts with an excellent understanding of the project management cycle of a festival.
- Good knowledge of a broad range of artistic disciplines primarily LGBTQ+ orientated music, comedy, cabaret, clubbing, theatre, literature, family entertainment, visual art and digital events.
- Proven experience of running education projects aimed at primary and high schools.
- Proven, artistic and management track record with demonstrable artistic vision and ambition – ability to curate the local and national aspects of the festival programme to the highest standards.
- Strong leadership skills with the ability to manage and guide both the organisation and artists, and forge strong relationships both internally and externally.
- Excellent communication and negotiation skills, ability to communicate well in a range of situations.
- Outstanding financial experience and track record to deliver the Festival within existing budgetary constraints; lead on contract negotiation and conclusion.
- Excellent organisational skills and the ability to work under pressure to multiple deadlines.
- Flexible, determined and rounded individual with an artistic vision and pragmatic approach to problem solving.

Desirable

- Previous experience in multi-disciplinary programming or festival Management.
- Understanding of artistic processes and artist development
- Experience in marketing and fundraising.

Organisation Structure:

It is envisaged that the Artistic Director will work with the Board of Directors to ensure that the organisational structure of HVP remains fit-for-purpose to deliver the Festival and annual events.



About the Position:

Terms and conditions of employment:

Position will include a three-month probationary period.

Role involves some travel related to programming, advocacy and promotion of the organisation, to be agreed in advance with the Chair.

Salary:

The position is initially voluntary with a view to it becoming part time permanent salaried in the future, funding permitting.

This role requires a flexible approach to working hours. We envision it being up to one day per week, heavily weighted to the lead up and around the festival in July.

How to apply:

To apply for this position please send a CV, together with a covering letter outlining your suitability for the role and your vision for Happy Valley Pride over the next three years, to info@happyvalleypride.com

For queries please contact Darren Spruce, Company Secretary at Darren@happyvalleypride.com

Closing Date for applications: Friday 9th October at 5pm.