

Newcastle Creates Project Manager – Brief

Background

Newcastle Creates is the Culture Compact for the city of Newcastle upon Tyne.

Culture Compacts are a relatively new concept which emerged as a key recommendation of the Cultural Cities Enquiry: <https://www.corecities.com/cultural-cities-enquiry>. The Enquiry examined how culture in cities might be more effectively and sustainably resourced, and how the benefits of cultural activity could be more equitably shared. Noting that the cultural sector in all cities is important to, and provides benefits for, a broad range of stakeholders (including businesses, the tourism industry, the health and education sectors and local communities), the Enquiry proposed that cross-sectoral coalitions – culture compacts – should be established to optimise the value of culture in each city, and to identify priorities for future development. The Enquiry also recognised the dwindling public resources available for culture and the need for diversification of investment to reduce dependency on the public purse.

In Newcastle, extensive consultation about the challenges facing the cultural sector and the establishment of a Culture Compact took place in 2019. A shadow Compact was formed from stakeholder nominations in early 2020. It coordinated the co-production of a Vision and developed a new Cultural Strategy for the city.

Our Vision is:

By 2030 Newcastle will be renowned as a city whose culture and economy are built on the creativity, industry, and imagination of its people. It will be a city where the creativity of each of us is valued and given the chance to flourish. It will be a place where identity and cultures are celebrated, and everyone feels they belong.

Our Cultural Strategy can be found here: <https://www.newcastlecreates.co.uk/our-plans/>

Newcastle Creates

Newcastle Culture Compact, which is called Newcastle Creates, is an independent cooperative. It has a small number of core members representing a broad range of interests and is supported by specialist advisory groups. Its principal purpose is to lead the development of the cultural sector in the city and to advocate, to influence, to represent, to coordinate and to shape the thinking that will enable the culture of the city to develop in a way that will best enable Newcastle to achieve its ambitions. It is not (usually) an organisation that directly delivers activities or programmes.

Newcastle Creates works by:

- advocating and lobbying for culture in the city
- working in partnership to stimulate interventions for meaningful change
- commissioning research to monitor progress and demonstrate the impact of cultural activity
- convening people from all sectors and communities to shape and develop the cultural life of the city

The values that underpin our work are:

- equality
- identity & equity
- co-operation & collaboration
- environmental sustainability

- curiosity
- ambition

Newcastle Creates, its Vision and Strategy, its website and its membership scheme were launched to a capacity audience at The Common Room in October 2022, and it has recently elected its first Board. It now wishes to focus on implementing its work programme and engaging the public in its work. It would like to appoint a Project Manager with exceptional communication, stakeholder engagement and fundraising skills who also has an interest in, and some experience of, membership engagement and development.

The fee for the contract is **£20,000**.

It is anticipated that the contract will run over 12 months.

The successful candidate will have a thorough knowledge and understanding of the cultural and creative sectors in the city, exceptional communication and fundraising skills, a flair for [cultural] project management and a commitment to engaging a diverse cohort of members and stakeholders. The post holder will need to be a proactive, hands-on, strategic thinker who is willing to work closely with both the Board and external stakeholders to drive the Newcastle Creates' action plan forward.

Core Duties and Responsibilities

Communications

1. To develop and deliver a compelling communications plan which ensures that the purpose, values, ambitions and work programme of Newcastle Creates are clearly articulated, and widely understood
2. To establish and maintain sustainable communications systems and initiatives that will enable Newcastle Creates to communicate and engage effectively with its members, partners and audiences
3. To ensure that the value of core communication tools, including the website, social media and members' newsletters are optimised and that they are engaging, accessible and fit-for-purpose
4. To focus in particular on developing appropriate methodologies for engaging disenfranchised/excluded communities and the business sector in Newcastle Creates' activities
5. To raise the profile of Newcastle Creates, and showcase and promote Newcastle's cultural and creative offer, locally, regionally and nationally
6. Lead on, plan and successfully execute all public-facing campaigns and communication
7. To act as a spokesperson for the organisation

Stakeholder Engagement and Development

1. To build and sustain relationships with existing and new stakeholders and potential partners across all sectors
2. To focus particularly on relationships which are strategically significant and enhance opportunities for partnership development, advocacy and lobbying and which enable fundraising and the achievement of the organisation's ambitions

Fundraising

1. In partnership with the Resources Working Group of the Board of Directors, develop a fundraising strategy which will ensure the long-term sustainability of Newcastle Creates, and begin to implement it

Membership Recruitment and Management

1. In partnership with the Board of Directors, devise and develop a compelling membership offer, and methodologies for engaging with, and sustaining, active and meaningful relationships with members.
2. Ensure that the membership base continues to grow and that it embraces and reflects the diversity of the local population and stakeholders in Newcastle upon Tyne
3. Develop a programme of initiatives and events that enable members, partners, and stakeholders to contribute to, and engage actively with, the work of the organisation

Other

1. Ensure that the work of Newcastle Creates accurately reflects the needs of the cultural and creative sectors in the city
2. Represent the interests of the cultural and creative sectors in the city at a local, regional and national level, influencing policy and decision-makers and commentators and attracting interest and investment in the sector.
3. Lobby and advocate for Newcastle's culture locally, regionally and nationally.
4. Maintain appropriate and comprehensive records of the work of Newcastle Creates and to be accountable to the Board of Directors at all times.

Generic Duties and Responsibilities

- To comply with the Rules of Newcastle Creates, to embrace the values that underpin its work, and to abide by its policies concerning data protection and health and safety.
- To promote equity, diversity and inclusion, maintaining an awareness of equality and diversity protocols and policies and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To engage proactively with the Board, Advisory Group and Members of Newcastle Creates.

Person Specification

Essential Criteria

- A thorough knowledge and understanding of the cultural and creative sectors in the city
- Exceptional fundraising skills
- Project management experience
- Experience of membership engagement and development

Desirable Criteria

- Demonstrable experience in organising meetings and recording outputs in the form of minutes and action points.

Key competences

- Exceptional ability to communicate, influence, and lobby effectively to diverse audiences in both written and oral formats.
- Ability to think strategically and be proactive in decision-making.
- Ability to work hands-on independently, and as part of a team.
- Ability to ensure that time and resources are used effectively to their maximum efficiency.

Application Requirements

Applicants are invited to submit proposals explaining how they would approach the project, giving a clear indication of their relevant skills and experience against the person specification; the time they would commit to the contract; the way in which they would apportion their time; and a breakdown of fees. Applicants are also asked to supply the details of two referees.

The successful applicant will be appointed on a freelance basis and will be responsible for all their own tax, National Insurance and pension arrangements.

The deadline for the submission of proposals is **5pm Friday 30th June 2023**

Please send all application to andrew.rothwell@newcastle.gov.uk

If you have any queries or would like to discuss the contract prior to submission, please contact Andrew Rothwell andrew.rothwell@newcastle.gov.uk