

A photograph of an aerialist performing on a silks. The performer is a woman with blonde hair, wearing a white long-sleeved shirt and white shorts. She is suspended in the air, holding onto a vertical metal pole with her hands and feet. Her legs are spread wide, and she is looking towards the camera. The background is a large, blue, patterned fabric backdrop with intricate designs. The lighting is dramatic, highlighting the performer against the dark background.

FREEDOM
Festival Arts Trust
EXECUTIVE DIRECTOR

FREEDOM FESTIVAL ARTS TRUST IS RECRUITING FOR AN **EXECUTIVE DIRECTOR**

Freedom Festival Arts Trust has a local, national and international reputation of excellence, with a central mission to expose social injustice through creative interventions. Following the appointment of the new Festival Director earlier this year, we are looking to strengthen our Senior Leadership team with the recruitment of a new Executive Director to support the Festival Director, staff and board of trustees to deliver the FFAT's mission.

The Executive Director will support the Festival Director to develop the organisation's strategic, operational and financial development, as we drive towards a year-round programme of arts and heritage activity as well as producing our annual large-scale extravaganza, Freedom Festival.

Closing Date: 11:59pm Sunday 30th March 2025





MESSAGE FROM THE NEW FESTIVAL DIRECTOR

Hello Applicants,

Thank you for your interest in the role of Executive Director at Freedom Festival Arts Trust.

We are looking for a robust and dynamic cultural leader to join the senior management team at FFAT to support our mission to deliver an internationally acclaimed programme of Arts and Heritage activity. The role is an exciting opportunity for someone to work in a small but mighty team, who are ambitious and passionate about Hull, its people, and social injustice.

The organisation is going through a transformational stage, as we begin to diversify our portfolio of work transitioning into a year-round programme of engagement and creative activity. We need to continue to ensure our operations are robust, our financial processes are vigorous, and the organisation is sustainable well into the future, and the Executive Director role will support the Festival Director and wider team to deliver that.

This is an exciting opportunity to be part of a local, national and internationally acclaimed organisation and festival. With the opportunity to help develop new relationships with partners, funders and investors to ensure we can continue to bring the best international arts and heritage to Hull and support the incredible local and national talent to thrive and prosper.

Come on board and get involved in the journey, it's going to be hard work... but glittered with fun.

Phil Hargreaves
Festival Director

ABOUT FREEDOM FESTIVAL ARTS TRUST

Freedom Festival Arts Trust is one of the pioneer organisations in Hull's cultural revolution. Producers of Freedom Festival, the Trust is anchored in the city of Hull and influential in the global arts sector, bringing thousands of people to the city each year to experience world-class performances and exhibitions.

Freedom Festival began in 2007 as part of the bicentennial commemorations of the first anti-slavery act in parliament in 1807 and as a way of celebrating one of the city's most important politicians and his work within the abolitionist movement, William Wilberforce.

The concept of freedom is deeply embedded in everything we do at Freedom Festival. Today our work incorporates not only freedom from slavery, but much more beyond that, tackling many different types of injustice all around the world. It's important to us to give voice to often unheard communities in creative projects that highlight issues of social justice. We are always exploring what barriers to freedom still exist and how to break these down.

To find out more about our work, please see our website <https://www.freedomfestival.co.uk/>

Each year around 70,000 people come together in the centre of Hull to experience and participate in a bold and radical programme of arts in public and civic spaces. We provide memorable experiences and a chance to be a part of something extraordinary by developing and commissioning programmes that embed local people in internationally significant work. The aim is to help foster individual wellbeing, build confidence and to create stronger, more cohesive communities. From epic spectacles unfolding in public spaces, to intimate moments where audiences and artists meet - we create, curate and deliver exceptional large-scale events, small-scale happenings and many cultural programmes that bring thousands of people together each year. We invite audiences to participate in, and to experience the joy of shared cultural encounters in the hope we enhance wellbeing and foster a greater connection to place. We believe festivals, particularly in public spaces, do this best - we take our art to where the people are.

Freedom Festival Arts Trust is a not-for-profit organisation established in 2013 and is one of Arts Council England's

National Portfolio Organisations. Regarded as a leader in the field of outdoor arts, it is core funded by and works in partnership with Arts Council England, Hull City Council and the University of Hull. Key partners include In Situ, Global Streets, Circuscentrum, The Warren Youth Project, The British Council and many other vital funders, sponsors and individual supporters dedicated to the far-reaching work of FFAT.

Since 2013 we have supported over 18,000 local people as participants in year-round participatory projects, commissioned or presented 175 new works, supported 686 artists to enhance their practice, and contributed over £25m to the local economy.

The artistic programme is multi-disciplinary and collaborative across regional, national and international arts sectors. We collaborate not just with the arts sector but also with academic partners, human rights organisations, activists, educationalists, scientists, designers, engineers, manufacturers, conservationists, environmentalists and most importantly the general public.

Freedom Festival is globally connected, outward-looking and committed to learning from partners. We operate within creative, touring and commissioning networks including In Situ, Global Streets and We Live Here, and with local and regional cultural, civic and academic organisations to support the creation of new work and deliver a wealth of creative projects based on our key strategic priorities.





ABOUT US

We champion the city of Hull, commissioning world-class art and nurturing local talent, and evidencing a tangible and enduring contribution to the social wellbeing, cultural offer and economic standing of the city.

We are a gateway to international makers, cultivating opportunities for the city to network, collaborate and be inspired. As a major cultural event, we are making a major contribution to the wider cultural development of the city and the region, actively engaged in shaping the next stage of the cultural journey with city and national partners.

Freedom Festival Arts Trust is an Arts Council Band 1 National Portfolio Organisation and receives annual investment from Hull City Council. Other income is sourced from sponsorship, trusts and foundations, EU culture funds, national touring networks, investment from international embassies and partners, and a modest income from commercial activity during the festival. Over the coming years we aim to increase our earned income to continue growing our resilience and sustainability.

We have a small core staff team; Festival Director, Administration Manager, Business Development Manager, Producer, and Engagement Producer with additional Finance and Operational support.

We engage a wide and diverse range of freelance staff and specialists to deliver projects, manage participation and education, monitoring and evaluation, event production, health and safety and

engage in excess of 100 volunteers per year to assist with the festival and any in-year events we produce.

We are now looking for an exceptional individual to lead the organisation as Executive Director at an exciting time in the company's growth and ambitions.

ORGANISATIONAL VALUES



Everyone can find their passion in the arts, as a viewer, as a participant, as a supporter, a volunteer and as an arts maker, and we value the creative potential in each citizen



A belief in the capacity of excellent arts and culture to change lives and communities



A belief in the power of arts and culture to transmit fundamental human values and inspire all to embrace and celebrate our freedoms



A commitment to diversity as the essence of what we mean by freedom



International outlook supports new ways of thinking, new beliefs and improves life opportunities



We are an arts organisation, rooted in the city of Hull, with the exploration of freedom as our driver



Freedom Festival is the vessel for artistic, creative and ambitious ideas to find and reach their audience



We work with artists we believe in - mentoring, commissioning and producing their work for presentation in Hull and beyond



A bold artistic vision which breaks down barriers between art/ artists and audiences and places art in public space



Audience is central in our work; we programme our output based on audience feedback but also with the ambition to challenge and excite them with work they have not yet conceived of



Arts and cultural activity can have positive economic impacts for place, helping people rise from poverty and a city to grow and become more desirable



FREEDOM festival

IMPACT OF FREEDOM FESTIVAL 2024

circa **66,092**

audience members came to see

191 artists from **32** companies present

218 events

Economic impact approx. **£1.8m**

576 community participants

84 volunteers completing **802** hours

OOH reach **1.5m**

Website:
24,000 web visits
page views **97,000**



Total reach **173,600**

Total engagement **8,644**

Total followers **48,900**

Overall engagement of **23%**
(industry average 6%)





EXECUTIVE DIRECTOR JOB DESCRIPTION

FREEDOM
Festival Arts Trust

The role has been crafted to provide leadership, strategic, logistical, and operational excellence in close partnership with the Festival Director, with care at the heart. This role is pivotal in enabling the Freedom Festival Arts Trusts vision to come to life, supporting the organisation's financial, operational and fundraising activity.

With a focus on growth, the role aims to elevate Freedom Festivals Arts Trust's work regionally, nationally and internationally. Through an entrepreneurial approach, exploring diverse revenue streams and forging key partnerships, the role will be responsible for bolstering the festival's sustainability and solidifying the business' foundations. The Executive Director will support the Festival Director to cultivate an inclusive and positive organisational culture and ensure the delivery of our work in line with our objectives.

The role will require the successful candidate to work from Hull, with potential attendance at national and international networks and meetings with the ability for the successful candidate to work flexibly including weekends, evenings and unusual hours.

Job Title: Executive Director

Reporting to: Festival Director

Reporting from: Administrative, Fundraising and Finance staff.

Hours: Role will be 4 days per week (30 hours). Due to the nature of the organisation's work, working evenings/weekends is required. Additional payment for overtime will not be paid, but will be given time off in Lieu.

Salary: £42,500

Contract type: Fixed Term, 6 months with potential to extend.

Benefits: Hybrid and flexible working options will be considered; Health Insurance including mental health support, dental care, discounted Gym Membership; Employee Assistance Programme; Employee Cycle to Work scheme.

Travel: You may be required to travel throughout Hull and the UK. Travel expenses will be reimbursed.

Place of Work: FFAT core staff work out of Suite 9, 42-43 High Street Hull, HU1 1PS. The Freedom Festival and FFAT events occur across the city at a variety of locations.



KEY RESPONSIBILITIES & DUTIES

1. Organisational Strategy

- Execute the strategic delivery of the company as outlined by the Festival Director.
- Support the development of the Business Plan, implementing and reporting on, as well as budgets and associated strategies.
- Play a crucial role in maintaining relationships with current stakeholders and investors and support the development of new relationships with key cultural organisations, businesses, private funders and trust and foundations in the UK and internationally.
- Ensure the company delivers against our commitments and ambitions, to achieve our targets as an Arts Council England National Portfolio Organisation (NPO) and key cultural asset of Hull City Council.
- Develop, manage and maintain an inclusive and effective operational model.
- Work with the Festival Director to ensure the organisation thrives sustainably.
- Develop and oversee an effective strategy for internal communications across the team, ensuring effective day-to-day operation of all aspects of FFAT's work.

2. Board and Governance

- Along with Festival Director and the Chair, to set the agenda and lead on coordinating quarterly Board of Directors meetings, enabling them to make considered decisions about all matters of strategy, policy and finance.
- Lead on quarterly preparation of paperwork and reporting to the Board deemed necessary by the Board and as required by Arts Council England, Charity Commission by-laws, and/or required by law.
- Oversee the execution of operations of FFAT in accordance with the by-laws and policies agreed with the Board.
- Alongside the Festival Director, proactively work with the Board to maximise the contribution and impact of their expertise and ensure company compliance with relevant regulatory requirements, either directly or through delegation.
- Oversee the Admin Manager in developing appropriate policies to ensure FFAT staff work with high standards of integrity and behaviour and ensuring the organisation is operating a robust and safe environment.

KEY RESPONSIBILITIES & DUTIES

3. Finance & Operations

- Work with the Festival Director to plan and accurately forecast organisational and festival budgets, maintaining oversight of income and expenditure.
- Deliver a well-planned and well-implemented operations strategy, mindful of organisational capacity, including human and financial resources.
- Manage freelance and employed staff, to maintain rigorous oversight of financial processes and controls across operations and delivery from day-to-day bookkeeping, payroll and pension through to high level strategy and forecasting.
- Oversee the preparation of draft audit accounts for submission to the board and in line with other legal requirements.
- Work alongside the Festival Director to develop a financial model for the organisation, including diversifying income and exploring alternative revenue streams.
- Act as bank signatory and credit card holder.
- Ensure the organisation remains compliant with legal obligations and requirements including: Companies Act, Insurance, Charity Commission, Equality Act, Charity law, Employment Law, General Data Protection Regulations, Companies House, Health and Safety etc.
- Maintain and review the organisation's risk register, with input from the Festival Director, and report to the Board accordingly.
- Lead on monitoring and evaluation planning and reports, taking the lead to ensure timely submissions.
- Support the Producers to ensure that all contracts and legalities related to the delivery of Freedom Festival are in line with required legal standards with oversight on best inclusive practice in terms of commissioning, and contracting artists, partners and collaborators.
- Ensure that projects are evaluated and documented, with key learning considered for future projects.





KEY RESPONSIBILITIES & DUTIES

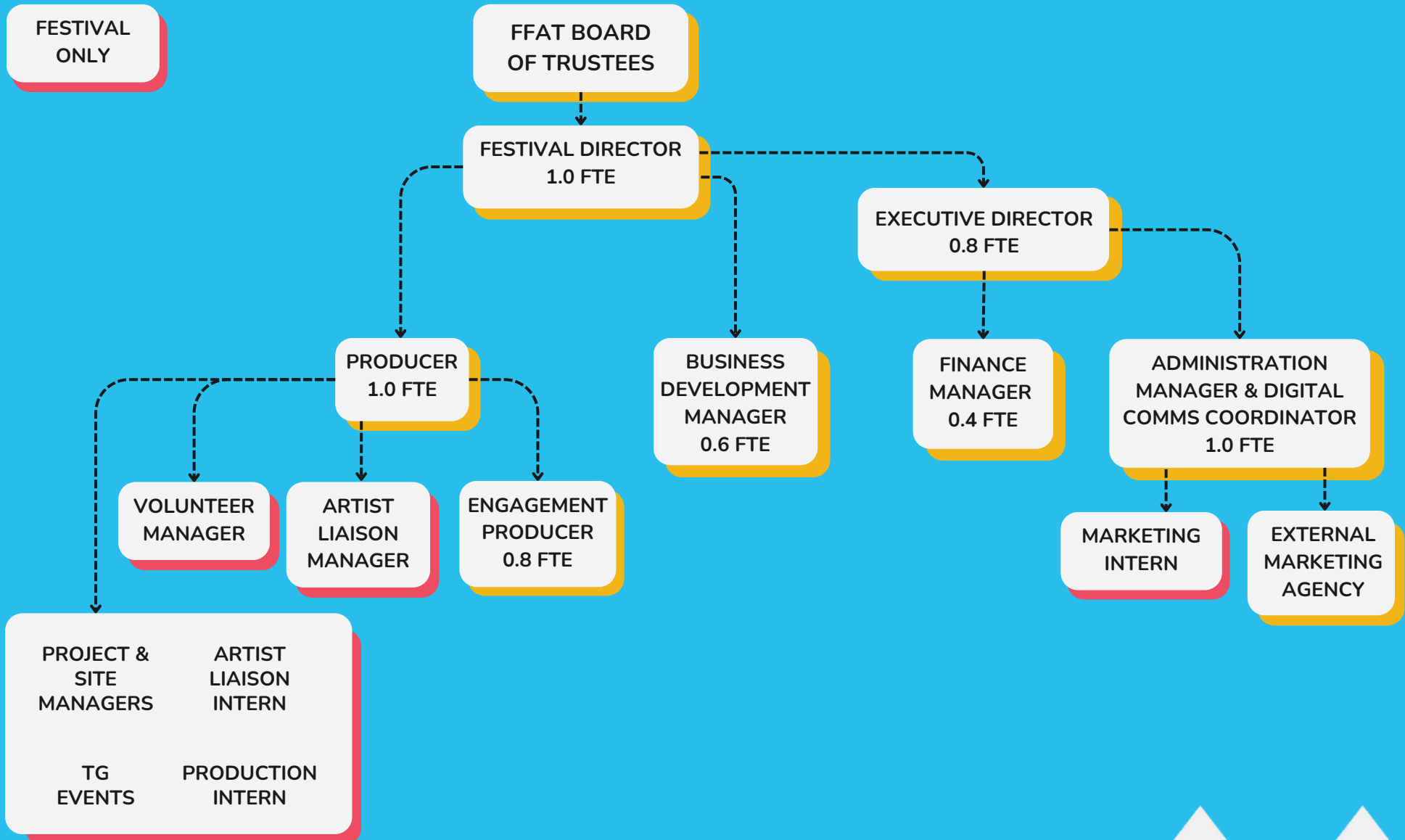
4. Fundraising and Income Generation

- Work with the Business Development Manager to oversee and write fundraising initiatives and applications in line with the fundraising strategy, artistic vision and Business Plan set by the Festival Director.
- Alongside the Business Development Manager, identify and nurture new opportunities for income generation, including fundraising prospects, donations and developing a range of partnerships that will support the delivery of FFAT's ambitions.
- Alongside the Festival Director, lead on the development, presentation and writing of fundraising applications to Trusts and Foundations and other identified sources of support.
- Liaise with funding bodies, key international, national and regional agencies, partners and stakeholders, and represent FFAT externally.
- Support the development and delivery of a fundraising strategy for FFAT.
- Support the Business Development Manager and Producers to maintain a strong fundraising pipeline, ensuring that research and funding priorities are up to date.
- Oversee the management of the Business Development Manager's work, establishing income generation from individual giving and donors and support the development of these relationships.

5. HR

- Ensure effective systems are in place to manage the team, artists and freelance consultants, including contracting, fair wages and regular check-ins.
- Oversee the Producers to ensure timely submissions, applications and reporting to the UK Border Agency Sponsorship Management System, FEU and any other international visa/work engagement documentation/Permits is completed on time and in line with international standards.
- Give due consideration to Equal Opportunities in all aspects of the company's work by keeping abreast of best practice in the sector and ensuring the integrity of FFAT's work both internally and externally.
- Ensure all relationships are carefully managed, and act in the best interests of FFAT at all times.
- With support from the Admin Manager, oversee the recruitment, induction, management and support of staff as appropriate, including setting best line management practices, and ensuring FFAT has a clear annual appraisal process.
- Ensure continuous professional development priorities are implemented for all staff.

FFAT ORGANISATIONAL STRUCTURE



PERSON SPECIFICATION

Essential

- Experience working in a senior leadership role.
- Experience and knowledge of charity sector or publicly funded organisations.
- Demonstrable experience of sound financial management and reporting.
- Demonstrable experience of contract management including but not limited to employee and freelance HR, project and service contracts with venues, co-commissioning and co-presenting contracts, external producers and funder contracts.
- Commitment to diversity and equal opportunities.
- Ability to manage a broad and complex workload with multiple deadlines.
- A versatile and adaptable approach to work with excellent problem-solving abilities.
- An interest and passion for FFAT's aims and programmes and understanding of the festival's place in the local, national and international cultural ecology.
- The focus and tenacity to push through complex procedures.
- Due to the tight turnaround of this appointment, all candidates must have the right to live and work in the UK.

Desirable

- Experience in working with Arts Council England NPO and associated compliance.
- Experience preparing management and annual accounts.
- Experience/qualification in finances or accounting.



APPLICATION PROCESS

Please send your CV along with a supporting application that addresses the person specification. Your supporting application can be written (maximum of 3 pages) or in the form of an audio or video recording (maximum of 10 minutes). Please ensure any recordings are in MP3 (audio) or MP4 (video) format.

Please send your application to recruitment@freedomfestival.co.uk

Deadline

11:59pm, Sunday 30th March 2025. We will confirm if you have been invited to interview by Friday 4th April 2025.

Interview

Week commencing 7th April 2025.

Questions will be shared in advance and reasonable travel expenses can be agreed.

Start Date

We are looking for the appointed person to be in position as soon as possible.

FFAT are committed to being an inclusive employer and workplace and recruiting a workforce that is as diverse as the communities we serve. However you identify, and whatever background you bring with you, we welcome you to apply for this role.

If you require any access support during the application and interview process, please contact recruitment@freedomfestival.co.uk and we will make the appropriate arrangements.





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