



JOB DESCRIPTION: Head of Culture and Wellbeing

Context of role

Make It York is York's Destination Management Organisation and has a mission to grow the city's economic prosperity and wider well-being. Included in its remit are the following corporate priorities: network-building and inward investment; city positioning and profile-raising; marketing the city and its surroundings - nationally and internationally - as an attractive and vibrant place to live, visit, study, work and do business; and driving forward York's Cultural Strategy

A key part of the role is delivering the Cultural Strategy. Its vision is:

York is where outstanding, internationally renowned heritage comes together with a cutting-edge, contemporary approach to creativity

By 2025 local residents will talk proudly about belonging to a place of exceptional heritage and their engagement with extraordinary cultural events

Core details

Job title: Head of Culture and Wellbeing

Reporting to: Managing Director

Location: 1 Museum Street, York

Key working relationships: Senior Make It York (MIY) managers, Cultural Strategy Steering Group, future Culture Forum Executive, Guild of Media Arts (UNESCO Focal Point)

Key stakeholder relationships: City of York Council (CYC), The Cultural Leaders' Group, University of York, York St John University, York NHS Foundation Trust, York schools, Guild of Media Arts, Cultural Education Partnership, Joseph Rowntree Foundation, relevant Whitehall Ministries, cultural venues, events and festival organisers, artists and practitioners in York and beyond.

People responsibility: The Culture and Wellbeing team

Main purpose of role

- Driving the implementation of the city's Cultural Strategy and maximising the diversity and visibility of the cultural offer

Main Responsibilities and Key Tasks

- Driving the city's Cultural Strategy with particular emphasis on establishing specific areas of common priority between that strategy and individual cultural organisations, and facilitating their joined-up delivery, where applicable by establishing and Chairing an appropriately constituted Culture Partnership or Forum and Executive group
- Establishing of the necessary relationships across the city to enable effective ambitious cultural and events programming over the year, together with an agreed delineation of responsibility
- Coordinating York's relationships with UNESCO as a Creative City of Media Arts and assisting the development of applications for World Heritage Site and other UNESCO designations.

MakeItYork

- Delivering innovative, measurable, educational, health and well-being benefits to York residents and specifically its young people, through the use of culture.
- Promoting, supporting and managing a coordinated cultural commissioning offer across the city
- Supporting the key ideas in the Cultural Strategy including place making and talent development through effective partnerships and influencing of stakeholders and ensuring community participation to agreed targets and demographics
- Forming high level local, regional, national and international networks in culture, events and festivals, leveraging York's strengths as a cultural centre
- Establishing effective relationships with CYC and other cultural, educational and health related organisations in the city and beyond
- Ensuring the department is plugged in to a robust and effective sponsorship and fund-raising strategy and securing funding for the programme from, for example, the Arts Council and other sources
- Reviewing MIY's existing events programme and making proposals for its future scope, structure and content within an agreed wider programme strategy
- Overseeing delivery and development of MIY corporate events and MIY public/consumer events and facilitating the delivery and programming of 3rd party events
- Responsibility for ensuring the impact of the programme, based on data collected
- Ensure maximum media and publicity exposure for key elements of the programme
- Providing a strategic oversight of MIY marketing and communications as it relates to the cultural offer, ensuing a prioritised approach to promoting culture to residents and visitors

Skills and Experience

- Thoroughly experienced in the world of arts, cultural, education, heritage and events
- Very well connected and networked, with a high media profile in these sectors
- Experience of using culture as part of wider social prescribing programmes
- Evidence having developed multi stakeholder event programmes
- Demonstrable evidence of innovation and creativity
- Established relationships with sponsors and potential funders

Hours of work

Full time - 37.5 hours per week

Applications to culturerecruit@makeityork.com

Closing date: 17.00 Monday 30 September.

Please submit a cv and cover letter. Application forms are not required

Interviews will be held: Thursday 17 October in York