

## Job Description

### BUSINESS DIRECTOR

<b>Starting salary:</b>	£45,000
<b>Reports to:</b>	Artistic Director
<b>Contract Terms:</b>	Full time employment contract, with initial 6-month probation period
<b>Notice Period:</b>	3 months
<b>Annual Leave:</b>	25 days per annum

#### **Purpose of the Job**

The Business Director is a new position at Forma, and will be responsible for strategic business development, income generation, performance management, operations and HR. The key responsibility will be to grow and strengthen the company.

The post-holder will work closely with the Artistic Director, together forming the Senior Management Team.

#### **Forma**

Forma is one of Europe's foremost creative producing agencies, working with British and international artists to initiate, develop and deliver innovative new projects. The company is acclaimed widely for its high quality, contemporary, interdisciplinary productions. Encompassing exhibitions, concerts, performances, films, public art works, online projects and publications, Forma's programme is presented in collaboration with major venues and festivals, and reaches a large audience across the UK and internationally.

Forma is an Arts Council England National Portfolio client. Following a significant business planning review, a new organisational structure is being built, and the creation of this post represents the first phase of the implementation of the new Business Plan.

## KEY REPOSIBILITIES

### Strategic Business Development

- To lead and manage all strategic business planning, including regular reviews of the Business Plan and the implementation of new initiatives and priorities.

### Income Generation

- Identify and lead on strategic funding partnerships through which Forma will meet its income generation targets.
- Secure financial investment in the work of Forma from a range of different strategic partnerships, including corporate fundraising, sponsorship campaigns, individual giving and grant applications.

### Financial Management

- Prepare and manage the annual budget and monthly management accounts.
- Supervise end of year accounting, liaising with the auditors in line with Forma's conditions of grant aid and company law.
- Implement and manage financial controls and procedures including proper management of financial risk.

### Performance Management

- Liaise with key public sector funders including Arts Council England and to lead the preparation and submission of annual applications and reports as required by ACE and other stakeholders.
- Produce, monitor and report back on business development objectives and KPIs in line with funding and board requirements.
- Oversee production and dissemination of board papers.

### Operations

- To lead and be responsible for managing all operational functions of the organisation.
- To ensure that all legal responsibilities of the company are met.
- To be responsible for the overall administration of the organisation, activities and premises.
- To implement, manage and maintain Equal Opportunities, Access and Diversity policies and procedures.
- Responsibility with the Artistic Director, for recruitment to the Board of Directors. Managing induction, job descriptions and appropriate training for Directors.

### Human Resources

- Responsibility for overall management of policies and systems to ensure good personnel practice.

- To line manage staff with responsibility for fundraising, commercial partnerships, audience development, administration and book-keeping.
- To manage the Recruitment of new staff when required.
- Responsibility for staff welfare, staff contracts and written conditions of employment.
- Responsibility for staff training, appraisal and performance.

#### General

- The Business Manager is expected to act as an ambassador for the company; this might include but not be limited to attendance at events and giving public presentations.
- Occasional evening work is required to attend company events, private views and to liaise with potential donors and sponsors.
- The post-holder should participate in staff team activities and training.
- Undertake other duties as may be required.

#### Key priorities and targets

- Implement and oversee ongoing business and infrastructural development.
- Implement systems and strategies for all ACE KPIs, systems for data capture and analysis relating to audiences, developing a Diversity Action Plan.
- Ensure that adequate systems for sales (of work, editions and merchandise) are in place and that targets are set and performance monitored.

## PERSON SPECIFICATION

Working within a small team, you will be a self-starter with solid business experience and a strong understanding of the cultural sector, within the UK as well as in Europe and, ideally worldwide. You will be a key player in building positive advocacy for Forma in cultural, business and political arenas.

### Experience, Knowledge and Skills

#### Essential

- Evidence of success in strategic business development with at least three years business planning and implementation experience.
- An evidenced track-record of generating substantial income and establishing strategic alliances.
- Proven experience of successfully working with public funding bodies and of preparing grant applications and funding reports.
- Evidenced staff management skills and at least 3 years experience of team working in a senior capacity.
- Evidenced ability to communicate effectively with different people at different levels, e.g. Directors, staff members, artists and external consultants.
- To have had primary financial responsibility including audit, year-end reporting and of setting and managing budgets in excess of £750,000 p/a.
- To have a proven innovative and entrepreneurial approach to problem solving.
- Willingness to work flexible hours including evenings, and to travel nationally or internationally when required.
- Fluency in English.

#### Desirable

- Experience of working for an arts or cultural organisation in a senior management capacity.
- Knowledge of and interest in contemporary visual and performing arts.
- Contacts within the commercial creative industries sector.
- A track record of delivering results through corporate fundraising and individual giving campaigns.
- Computer literacy and strong IT skills, including Word, Excel, Sage, databases and knowledge of Raiser's Edge or equivalent prospect tracker software.
- Familiarity with English, European and worldwide cultural funding infrastructures.
- Ability to speak one or more major international languages to at least conversational level.