

Job Description

Job Title:	Artistic Director, Music Festival
Organisation:	Cheltenham Festivals
Responsible to:	Director of Festivals
Working arrangements:	This is not a full-time position. Cheltenham Festivals is open to discussions around flexible working, freelance and contracted terms. Salary will be in keeping with the calibre and extent of the role.

Background information

Cheltenham Festivals is a company limited by guarantee and is a registered charity. The Board of Directors, who are also the Trustees, are elected by the members of the company.

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949, Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002.

The Artistic Director will work closely with the Directors of Festivals, Education, Marketing & Partnerships as well as Finance, Operations and HR to achieve the objectives of the overall charity.

Cheltenham Festivals raises approximately 50% of its income from fundraising activities and 50% from ticket sales.

The Role

The Artistic Director is responsible for the success of the Music Festival with the support of the Music Festival Manager and collaboration with the departments of Marketing & Partnerships, Education and Operations. The postholder will ensure the Music Festival fulfils the aim of being one of the UK's leading festivals, sustaining an innovative, varied and financially sustainable programme.

The Artistic Director will report to the Director of Festivals, who sits on the senior management board. The postholder will contribute to the overall strategy of the Festivals organisation by contributing to the cross-disciplinary creative teams who meet with the SMB monthly. The postholder will also develop a strong partnership with the Chairman of the Music Festival. Together they will work with an Advisory Committee which adds expertise for programming and artistic content.

Detailed Job Description

- Develop and articulate a vision for the Festival within the mission set out by the Board and senior management board and to develop and lead a strategy for successful delivery.
- Plan and execute the artistic programming and in doing so maintain and enhance the Festival's outstanding reputation for artistic success and new work.
- In collaboration with the Director of Festivals, ensure the artistic programme is supported by income from commercial activities and meets agreed budgets.
- In collaboration with the Director of Education ensure that the work of the Festival reaches the maximum number of people, through education and outreach work.
- In consultation with the Head of Marketing develop and pursue a strong marketing plan and audience development strategy, seeking to break down barriers that exist for public access to, and appreciation of classical music.
- Engage the whole town and wider community in the Music Festival.
- In collaboration with the Director of Marketing and Partnerships support the fundraising and sponsorship initiatives, ensuring a clear strategy is in place for developing maximum revenue from private and public sources.
- Oversee and where appropriate negotiate all relevant contracts with artists and composers.
- With the Chairman, work with and refresh the memberships of the Advisory Committee, engaging their expertise.
- Attend Board Meetings as required.
- Maintain and manage present artistic partnerships and develop new collaborations with leading national and international performers and companies.
- Continually seek opportunities to build effective partnerships with organisations and individuals locally, nationally and internationally who will further the aims of the Festival.
- Promote, advocate and lobby for the Festivals, nationally and internationally.
- Represent the Festivals in a broad range of contexts and lead authoritative and informed debate on classical music, in a wider cultural context where appropriate.
- Build and manage a positive and effective relationship with the press and media.

Personal Specification

Criteria	Essential
Skills & Knowledge required	<ul style="list-style-type: none">• Broad knowledge of classical music and the music industry• Ability to influence people• Able to identify and develop ideas that will deliver the vision of Cheltenham Festivals.• Financially competent• Excellent verbal and written communications• Excellent people skills• An understanding of growing a diverse audience and customer care
Relevant Experience	<ul style="list-style-type: none">• Evidence of inventive and creative programming• Professional senior experience in the music industry, media or broadcasting
Disposition	<ul style="list-style-type: none">• Ability to develop relationships at a senior level• A readiness to work collaboratively with internal teams• Flexible approach to working pattern and hours• Commitment to excellence & continual improvement• Ambitious
Qualifications	<ul style="list-style-type: none">• Education to degree level or equivalent professional experience• Full driving licence

Board of Trustees

Dominic Collier	Chairman
Di Savory OBE	Vice-Chair
Edward Gillespie OBE	Chair of Music Festival
Lewis Carnie	Chair of Jazz Festival
Caroline Hutton	Chair of Literature Festival
Vivienne Parry OBE	Chair of Science Festival
Peter Howarth	Trustee
Sue Blanchfield	Trustee
Prof Averil Macdonald OBE	Trustee

Senior Management Board

Ian George	Director of Festivals
Adrian Farnell	Director of Finance
Sue Dudley	Director of Marketing and Partnerships
Ali Mawle	Director of Education
Helena Bibby	General Manager

Current Music Advisory Committee

Edward Gillespie OBE - Chair
Jonathan Freeman-Attwood
Judith Serota OBE
Rob Adediran
David Sigall
Rosemary Johnson
Kate Johnson
Christopher Cook
Mark Kilfoyle