

CENTRE DIRECTOR, CENTRE FOR CHILDREN'S LITERATURE AND STORYTELLING

JOB DESCRIPTION



Summary

- Job Title:** Centre Director
- Location:** 92 Irish Street, Dumfries (pending the Centre opening, then at Moat Brae, 101 George Street, Dumfries)
- Responsible to:** Peter Pan Moat Brae Trust (PPMBT) Board of Directors
- Salary:** £36,000 / annum
- Contacts:** Trustees, staff (including existing Project Director and Project Manager plus Creative Learning and Engagement Team), educational / literacy / arts and cultural agencies and staff, sponsors and funders, local, national and international partners and their networks, Friends, volunteers and members of the public.
- Job Purpose:** To lead the day-to-day and longer-term operations of an international visitor attraction. Initially to support the transition from the current project phase to the opening of the new Centre at the end of 2018.
- Hours:** Normal hours are 35 per week, worked over 5 days, but evening and weekend work will be necessary.

Background

Moat Brae is a B-Listed Georgian townhouse and garden in Dumfries, southwest Scotland, which was designed by local architect Walter Newall in 1823 and acknowledged by JM Barrie as his inspiration for Peter Pan: "for our escapades in a certain Dumfries garden, which is enchanted land to me, were certainly the genesis of that nefarious work – Peter Pan".

The Peter Pan Moat Brae Trust was established in August 2009 as a company limited by guarantee with charitable status to save and restore the property which it did as part of Phase A of the project. Having raised the funds necessary for the next stage, the Trust is currently engaged in Phase B, delivering and implementing detailed designs to create a National Centre for Children's Literature and Storytelling.

Learning and inspiration is at the heart of this innovative project which will also contribute to the regeneration of Dumfries as part of a broader strategy that plans to use the arts and

culture as a means to re-invigorate the town, complementing other cultural developments already underway.

The Trust has accordingly produced a range of relevant documents for the development of the new Centre including a comprehensive Business Plan and a Learning and Activity Plan, both of which are under regular review. Other documents deal with the range of policies and procedures associated with the governance of the Trust and its activities and will need to be reviewed in due course, in line with the needs of a professional and commercial organisation.

The project is due to complete at the end of 2018, after which there will be a phased opening. The creation of this major new visitor attraction will ensure the future sustainability of the house and garden and Barrie's 'enchanted land'.

The Centre Director

Helping to recruit the Operational Team, the new Director will be responsible, with the help of the existing project staff, for managing the transition from the current project phase to the opening of the new Centre and then leading the day-to-day and longer-term operations of the visitor attraction.

This is a challenging but nationally significant post. The successful candidate will be someone who is adaptable, resilient and able to manage complexity but also brave, determined and able to make decisions in consultation with others. S/he will be level headed in difficult situations, have a creative approach to problem solving and be enthusiastic and motivating.

The post is permanent and full-time, subject to a six-month probationary period. It will be supported for an initial eighteen months by a number of public and private funders, including the Heritage Lottery Fund (HLF), after which it will be dependent on operational funding or other sources, as appropriate.

Key Responsibilities

We are looking for a proven leader who will take us on the next stage of our exciting journey, building the Trust's capability to deliver its vision and strategy, ensuring the visitor experience is of the highest standard, its finances are well-managed and achieve sustainability, the creative and educational offer is of a high quality and well-promoted and developing exceptional relationships for the Centre locally, nationally and internationally to assure its long-term future.

Reporting to the PPMBT Board of Directors, the postholder will be responsible, through the high quality management and supervision of a team of around a dozen staff (full-time equivalent), for the operation of the site as a whole, including:

- the development of the visitor attraction;
- the commercial business, including a shop, café / catering operation (this will be outsourced), commercial events, conferences and room hires;
- a seven-day-a-week public activity programme;
- building conservation and garden maintenance;
- the development of national and international partnerships;
- fundraising, sponsorship and project development, as appropriate.

Key Duties and Responsibilities

Transition Phase 2018-19

In the run-up to the completion of the construction project and 'soft' opening of Moat Brae, the postholder will work with The Board of Directors and existing project staff (the Project Director, Project Manager and Accountant) plus the Creative Learning and Engagement Team, to review, develop, implement and keep up to date, as appropriate, the delivery plan and eventually a mobilisation programme, phasing all tasks relevant to achieving the opening of the new Centre to the necessary quality, on time and within budget.

Tasks within the delivery plan include:

- reviewing and gaining agreement on the business model and budget;
- the management and development of ticketing and admissions systems to maximise income and return visits;
- operational liaison with the catering contractor;
- development of a business proposal for venue hire;
- the public activity / commercial events plan;
- all necessary policy and procedure documents, including HR, equality and diversity, health and safety, fire safety, financial, procurement and IT processes, etc;
- relevant operational plans for the House to include, for example, volunteer policies, marketing and promotion, building, property and grounds maintenance, and emergency room facilities, etc.

The postholder will also be expected to take responsibility, with the help of the existing team, for the recruitment of the operational team to a suitable schedule in advance of the formal opening. The latter may include a Visitor and Commercial Services Manager, a Marketing and Communications Manager and an Events Programme Manager.

Operational Phase

Once Moat Brae is open, and going forward, the postholder will be expected to take responsibility for and exercise the following duties through appropriate delegation to the new operational team:

- Staff recruitment, management, welfare and development;
- The delivery of Moat Brae's core activities including admissions, interpretation, exhibitions, public and learning activities, conferences, talks / presentations and other commercial events;
- Marketing and promotion of the Centre to optimise revenue and social outcomes;
- Business quality standards, including the visitor experience, events / activities and associated functions and facilities plus the future development of the business to relevant, high standards;
- Business financial management, including the scrutiny, revision and reporting on budgets and performance against them;
- The ongoing review and revision of policies, procedures for HR, compliance with equality and diversity objectives, health and safety, fire safety, financial, procurement and IT processes, etc;
- The ongoing review and revision of relevant operational plans for the House;
- The strategy for ongoing income generation for the Centre and its implementation;
- The strategy for ongoing engagement with the local community and the development and maintenance of national and international partnerships, as appropriate;
- Representation of the Centre and of the work of the Trust generally, acting as an advocate for Moat Brae.

Person Specification

Attributes

The successful candidate should be able to demonstrate:

- An ability to achieve and maintain good working relationships within a small to medium-sized team, to motivate and inspire staff.
- Good organisational skills.
- A creative and innovative approach to the delivery of events and activities, ensuring high standards in managing the visitor experience.
- A willingness to participate in activities which will take place outside normal working hours and/or the normal workplace.
- The ability to live locally and travel independently.

Essential Experience

- Previous experience as a Director, or in a senior management role.
- Previous experience in a commercial environment and/or experience of financial management at an appropriately high level of budget responsibility or complexity.
- Previous experience with a suitably sized cultural or tourism-based organisation.
- Experience of fundraising and/or working on grant-funded projects and of addressing funders' expectations and requirements.

Desirable Experience

- An interest in and understanding of the overall aims of the Peter Pan Moat Brae Trust, including demonstrable experience, knowledge or interest in children's literature and storytelling as artforms.
- Experience in managing a visitor attraction or an appropriate retail, catering or events / conference business on a commercial basis.
- Experience of working within a customer service environment with a track record of good customer relations.
- Experience of working within a heritage, arts-based or similar cultural organisation.
- Experience of working with a charity and/or company limited by guarantee.
- Experience of using IT systems for efficient management and communication of information.
- Experience or demonstrable knowledge of building and/or garden conservation, management and maintenance.
- Experience of developing and working with stakeholders and external partners at a senior level.

Terms & Conditions

Salary: the starting salary will be offered at £36,000 / annum.

Basis: The post is permanent and full-time, subject to a six-month probationary period.

The postholder will, on occasion, be required to fulfil evening or weekend work. Overtime is not available for this post but time off in lieu can be arranged by agreement with the Trust's Directors.

This post is not considered as Regulated Work with Vulnerable Children and/or Protected Adults, under the Protection of Vulnerable Groups (Scotland) Act 2007. However, if deemed appropriate, the successful candidate may be required to join the PVG Scheme or undergo a PVG scheme update check prior to formal offer of employment being made by PPMBT.

Location: The post is nominally and initially based at the Trust's offices at 92, Irish Street, Dumfries but this is flexible depending on the circumstances of the successful candidate and the workload. Once the new Centre is open the office will transfer to Moat Brae, 101 George Street, Dumfries.

Probationary period: The appointment is subject to a probationary period of six months. However this probationary period may be extended at the discretion of the management.

Annual leave: The postholder is entitled to 29 working days holiday per annum inclusive of public holidays.

Sick pay: Statutory provisions apply.

Pension: PPMBT offers a workplace pension scheme under the Government's auto-enrolment project.

Discipline & Grievance: This post is subject to a disciplinary and grievance procedure approved by the Trust, a copy of which will be provided.

Private work: On occasions, members of staff may wish to take on private work. The Board has no objection to this provided that the employee notifies the Board, making clear that it is done in a private capacity and that there is no conflict of interest, and receives the Trust's prior written consent.

Relatives: If you are related to a member of the PPMBT you must declare this at interview.

Canvassing: Canvassing either directly or indirectly will disqualify.

Notice period: Two months' notice of termination of contract by either party shall apply.