



Recruitment Chief Executive Officer

Candidate Pack
September 2024



www.aamedia.org.uk

Welcome from Accessible Arts & Media's Board of Trustees

Hello, and thank you for your interest in joining [Accessible Arts & Media](#).

Accessible Arts & Media is a brilliant organisation, delivering over 500 creative learning and wellbeing sessions a year.

For over 40 years, we've supported York residents who face additional barriers with activities and performance opportunities that develop skills, confidence and community. In 2025, after over 30 years, our inspirational co-founder Rose Kent retires – and we're looking for an ambitious and strategic leader to take the charity into a next chapter.

Like all non-profit organisations, the past few years have brought significant opportunities and challenges, and these extend out ahead of us as we look towards the impact of a new Combined Authority locally and government nationally. We've just moved into a brand-new, specially designed home in Clifton Explore, which brings new prospects and partnerships for the charity. We're well networked and connected in the learning disability and mental wellbeing sectors in York, with a strong track record in effective partnership working to achieve the best outcomes for the people we support.

Within this context, our new CEO will shape – in consultation with the Board of Trustees, staff, key partners and, of course, our loyal and talented participants – a new business plan for the organisation. With our purpose more vital than ever, you'll be joining us at a pivotal moment in our story.

In our new CEO, we seek a leader with drive and determination, with strong experience in fundraising and income generation and who can blend strategic thinking with a hands-on attitude. Your commitment to accessibility, inclusion and the power of creativity will be paramount, and will support us to build a more innovative and impactful organisation. You will understand that our organisational resilience underpins our creative delivery and vice versa. You will be a natural collaborator and advocate, helping us – the Board, staff, volunteers and more – to take Accessible Arts & Media to the next level.

Thank you for your interest in joining us. We look forward to receiving your application. This should be sent, in the form of a CV and cover letter, to aam@minervasearch.com by 5pm, **Monday 21st October 2024**.

Best wishes,



Lucy Galliard
Chair, on behalf of the Board of Trustees

Before you start...

We hope this pack gives you all the information you need.

There's a lot of information we want to share with you, so we've split this document into the following sections:

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Credit: Jemma Mickleburgh

Accessible Arts & Media

Accessible Arts & Media has been running arts and creative media learning projects in and around York since 1982. We believe that everyone can learn, everyone can be creative and everyone can play a part in their local community. They just need the right support, and that's where we come in.

A lot of different people take part in our projects. From disabled adults and young people to older people with dementia and memory loss and people with mental ill-health. We also work with schools, community groups and local businesses.

The people who take part in our sessions often face difficulty with everyday activities and can end up feeling isolated and cut off. Taking part in our projects helps them:

- Learn new skills that they can transfer to other parts of their lives, including education, training and employment
- Explore and connect with the world around them, in a safe, supportive, fun environment
- Learn to work and communicate with other people, making new friends along the way
- Grow the confidence to have more of a say in the things that matter to them
- Contribute to their local community through workshops and performances
- Take control of their wellbeing
- Feel happy, connected and valued.

We want to see an inclusive society, where everyone gets the chance to shine. We're helping to make that happen in York.

Last year we...



Engaged **483** people in creative learning and wellbeing activities



Worked with **62** partners across the education, cultural, voluntary, health, social care and business sectors.



Delivered **614** creative learning and wellbeing sessions



Created **1,429** hours of paid employment for freelance artists



Were supported by **28** fabulous volunteers



Credit: Jemma Mickleburgh

York

York is home to just over 200,000 people and is known for its 2,000+ year history. It's a built-up, urban environment with ample green space and access to the countryside. York is a City of Sanctuary and the UK's first Human Rights City. The city is home to stunning architecture, incredible artists and friendly folk. The wider region, known as York and North Yorkshire, is undergoing a period of change, having recently secured a devolution deal, established a Combined Authority and elected a Mayor. You can find out more about the region [here](#).

We've been based in York for over 40 years. In this time, we've seen our city change a lot – but there's still a lot we want to improve for the people we support. While York's a beautiful and historic place to live, work and visit, it's also important to be honest about the challenges our communities face. In our recent consultation with learning-disabled adults and the organisations who support them, 60% identified budget difficulties and 80% identified transport issues as barriers to accessing activities. They told us the transition from children and young people to adult services can be incredibly challenging, and that there's a lack of joined up signposting between services. Our participants with mental ill-health tell us they face inconsistent, bureaucratic and overly medicalised systems when trying to access support in the community.

Accessible Arts & Media has just relocated to Clifton Explore, the new library and learning centre opening September 2024. We have dedicated space, great new facilities that have been tailored to our needs, and are embedded at the heart of the community. We're a 15-minute bus ride or cycle, or 35-minute walk, from York City Centre. York itself has great transport connections to other places around the North.

We have a blended approach to remote working, whereby staff spend at least half of their working time on site.

The Role: Chief Executive Officer

The CEO will have responsibility for:

Leadership & Advocacy

- Leading AAM in accordance with its mission, vision and values, and in a person-centred manner
- Raising the profile of AAM, promoting and advocating our work with key decision makers and stakeholders and continually seeking opportunities to further the aims of the charity
- Building and maintaining positive relationships with all stakeholders, including participants, user groups, volunteers, staff, artists, funders and partners
- Building an organisation that is constantly seeking to innovate and learn, improving its performance and delivery of projects
- Leading and managing the AAM team, providing clear direction and purpose, and creating an environment that attracts and retains the best staff and volunteers
- Being the organisational lead for safeguarding, Health & Safety and data protection

Strategic Planning & Evaluation

- Developing the existing Project Development Plan into a new business plan for the organisation, in consultation with the Board of Trustees, staff and other stakeholders
- Maintaining a pro-active approach to and awareness of changes and opportunities in the external environment
- Building and maintaining strategic partnerships and collaborations with a broad range of relevant networks and stakeholders
- Preparing and delivering the annual budget for approval by the Board of Trustees
- Providing strategic input into, and ensuring adherence to, AAM's monitoring, evaluation and impact measurement systems to ensure a robust and dynamic approach to reporting





Creative Direction

- Leading, in co-production with staff, partners and participants, the development of high quality, inclusive and person-centred programmes
- Working collaboratively with the Programme Manager to explore new opportunities and develop existing projects to increase participation and audiences
- Ensuring the needs, interests and feedback of those we support are reflected in the projects we deliver by maintaining, developing and championing user-focused consultation

Finance and Fundraising

- Ensuring the financial health of the charity by developing, overseeing and monitoring an effective programme of fundraising, income generation and expenditure control
- Setting and monitoring the annual budget with the Board of Trustees
- Leading the organisation's income generation and fundraising activity, in collaboration with the Development Manager
- Identifying and taking advantage of business development and commissioning opportunities
- Building and promoting a culture of fundraising across the organisation
- Establishing, monitoring and reporting key indicators of performance and financial health
- Building and maintaining the financial reserves to an appropriate level set by the Board of Trustees



Governance, Legal and Compliance

- Ensuring AAM fulfils all its legal, statutory and regulatory responsibilities, including with the Charity Commission and Companies House
- Ensuring the major risks to which the charity is exposed are reviewed regularly by the Board of Trustees and appropriate members of the AAM team
- Ensure that the organisation has the right management systems and structures in place to carry out its work effectively, accountably and safely, and that professional standards are met
- Providing regular financial, project and strategic reports to the Board, and attending Trustee and sub-group meetings as required
- Building an effective working relationship with all Trustees, in particular the Chair

Operations and People

- Recruiting, developing and motivating a skilled workforce that practices AAM's values and person-centred approach
- Line managing specific staff, currently the Programme Manager and Finance Administrator, and managing relationships with key freelance partners, e.g. Development Manager, technical support
- Ensuring all policies and procedures are maintained, implemented thoroughly and reflect best practice
- Developing an inclusive, collaborative, safe and supportive working environment, ensuring the resources for an accessible and productive workplace where employee wellbeing is central
- Promoting and implementing staff development, training, CPD and best practice
- Ensuring appropriate mechanisms for listening to the views of staff, volunteers and current and potential beneficiaries on the performance and development of the charity
- Developing and implementing a marketing and communications strategy to promote AAM, its activities and projects
- Overseeing the technical, digital and administrative requirements of the organisation
- Driving the organisation's work to reduce its environmental impact

Additional duties and responsibilities

The following are requirements for all AAM staff:

- Contributing at all times to an inclusive, positive atmosphere, reflecting the ethos and values of AAM
- Adhering to all AAM policies and procedures
- Working collaboratively and supporting other staff in their areas of work when required
- Working in a flexible and timely manner in line with AAM's strategic direction, and willing to undertake other duties as reasonably requested. This may include some evening and weekend work, and travel. Time Off in Lieu will be given
- Working alongside your line manager to agree your own continuing professional development plan and working towards achieving agreed targets
- Any other duties that may from time-to-time be required by the Board of Trustees



About You: Person Specification

Knowledge & Experience

Essential

- A proven track record of senior or departmental leadership
- Experience of successfully developing and delivering strategic/business plans at an organisational level
- Experience of diversifying income streams and raising funds from a wide range of sources, including cultivation and management of funder and donor relationships
- Experience of preparing annual budgets and financial management
- Experience of report writing for a wide range of stakeholders, including funders and Board of Trustees
- Demonstrable successful record in achieving income targets and controlling costs
- Experience bidding for, securing and managing commissions and contracts from local authorities, the healthcare system and other strategic bodies
- Experience of driving improvement within an organisation
- Proven experience of people and team management, including staff and volunteer development and motivation
- Experience of impact measurement and evaluation
- Sound knowledge of charity governance and legal obligations
- Sound knowledge of safeguarding in the context of working with children and vulnerable adults
- Sound knowledge of the current trends and key issues in the arts and/or health and wellbeing sector

Desirable

- Experience of programming arts and/or health and wellbeing activities for a variety of audiences and settings
- An understanding of producing outstanding participation and creative engagement with communities and groups, including young people and adults with disabilities, those experiencing mental ill-health and older people
- Experience of working in the creative sector
- Knowledge of Total Communication and/or using all available means of communication (speech, signing, body language, facial expression, tone of voice, touch and objects of reference etc)
- Experience leading an organisation or function's marketing and communications
- Experience of driving environmental improvements within an organisation

Skills & Aptitudes

Essential

- Highly developed leadership skills
- Highly skilled in financial management and business planning, including horizon scanning and research
- Able to think strategically, analytically and creatively
- Excellent communication (spoken and written), presentation and interpersonal skills, and the ability to engage with and influence a wide range of stakeholders
- Proven collaborator, able to build, manage and sustain successful relationships/partnerships
- Able to represent AAM at the highest levels with confidence, credibility and diplomacy
- Able to create a vision and to inspire and motivate a team to deliver it
- Excellent digital and IT skills and a willingness to harness digital to improve organisational performance
- Ability to plan, prioritise and organise work and resources, including when under pressure and to deadlines
- A strong ability to identify opportunities and alignment between AAMs and local, regional and national strategies
- A good understanding of HR policies and procedures

Credit: Jemma Mickleburgh



Personal Attributes

Essential

- An affinity for our work and our ambitions for the people we support
- Passionate and able to enthuse and inspire others, including staff, partners, funders and commissioners
- Focused and results orientated
- Creative and innovative
- Committed to equality, diversity and inclusion
- Confident with a positive and flexible approach
- Tactful and diplomatic, with an appreciation of confidentiality when required
- Compassionate and empathetic
- Networker and connector

Circumstances

Essential

- The successful candidate must be willing and able to work flexibly, due to the nature and demands of the role
- The successful candidate must be able to attend meetings, workshops and performances off-site, with the ability to travel regionally and nationally from time-to-time

Desirable

- Access to your own vehicle or other arrangement, such as travel funded via Access to Work





Credit: Jemma Mickleburgh

How to Apply

Applications, in the form of a CV and cover letter, should be sent to aam@minervasearch.com by 5pm, **Monday 21st October 2024**.

Please also complete our Equal Opportunities monitoring form by clicking [here](#).

If you have any questions, or need to submit your application in another way, please email aam@minervasearch.com.

First round interviews are scheduled for **Tuesday 26th November**. Selected candidates would need to be available for an online or in-person interview lasting no more than one hour.

Final interviews are scheduled for **Thursday 5th December 2024** and will take place in person in York. Selected candidates will need to be available for the full day.

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What We're Offering: Terms, conditions and benefits

Annual Salary: £40-£45k, pro-rata, dependent on experience

Hours: 0.8FTE (28 hours per week). We can be somewhat flexible about how this is achieved. Occasional evening and weekend work is to be expected.

Employment type: Permanent, subject to successful completion of 6-month probation period.

Annual Leave: 25 days, some of which must be taken between Christmas and New Year. Bank Holidays are in addition to this.

Place of work: A minimum of two days a week must be in the AAM office at Clifton Explore, with remote working options available by discussion for the remaining two days. Some travel will be required.

Probation and notice: Six months (one month during probation period)

Work based pension: Our pension scheme is provided by the People's Partnership. AAM contributes 5% when employees contribute a minimum of 3%.

Training and development: We offer opportunities to participate in external and internal training and access professional development opportunities.

Disclosure and Barring Service Check: You will be required to undertake an Enhanced check, and your employment may be subject to the outcome of this.



Championing Diversity

Accessible Arts & Media strives to champion diversity in all its forms.

We're committed to ensuring Accessible Arts & Media is an inclusive and diverse organisation, across our Board, staff and beyond, enabling us to be more representative of the communities we serve.

We welcome, and encourage, applicants with a wealth of lived experiences, and from a range of backgrounds, who can support our ambitions to become fully inclusive and reflective of our communities, who can contribute to broadening our knowledge, understanding and practice to help make Accessible Arts & Media a truly equitable and inclusive organisation.

We recognise we're on a journey of learning and improvement towards fulfilling our aims around diversity and inclusion. We encourage Board members, staff, volunteers, participants and partners to join us on this journey.

People from the global majority*, who are LGBTQIA+, disabled and/or from low socio-economic backgrounds are particularly encouraged to apply.

*This includes, but is not limited to, people of Black Caribbean, Black African, South Asian, East Asian, South East Asian, Middle Eastern, Arab, Latinx, Jewish, Romany and Irish Traveller heritage.

People from these groups are currently under-represented in the arts nationwide and we're committed to challenging and changing this.

We are also particularly keen to hear from people who have lived experience of or affinity with the work we do.





Credit: Jemma Mickleburgh

Accessibility

We're committed to creating an inclusive and accessible environment. As part of this commitment, we try to ensure our recruitment process is fair, transparent and accessible to all candidates.

If you require any adjustments or accommodations during the recruitment process - such as alternative formats for application materials, additional support for interviews - or if you have specific access requirements, please don't hesitate to contact aam@minervasearch.com. We will work with you to ensure that reasonable adjustments are made to meet your needs.

You're encouraged to share any access requirements you may have for interviews in a covering note with your application.

You can access an audio recording of this pack by clicking [here](#).



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