

RECRUITMENT PACK

ARTS DEVELOPMENT PROGRAMME MANAGER



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{ THE NATIONAL
ASSOCIATION
Areas of Outstanding
Natural Beauty

OPPORTUNITY

ARTS DEVELOPMENT PROGRAMME MANAGER

FULL TIME POSITION, TWO-YEAR FIXED TERM



Image credits at end of document

If you are an experienced arts professional who has managed national projects and is passionate about the arts and nature – this could be the job for you.

Access assistance; this pack is available as an [Audiofile](#).

The National Association for Areas of Outstanding Natural Beauty (NAAONB) has been working in partnership with Activate Performing Arts, creating their first national arts strategy and securing a [Memorandum of Understanding](#) with Arts Council England. We have now secured investment from Arts Council England and the Department for Environment, Farming and Rural Affairs (DEFRA) to appoint an Arts Development Programme Manager. This is a new position for the organisation as it embarks on a major national arts programme: Nature Calling and we are looking for a dynamic arts professional to manage the project and arts programme.

The role of the Arts Development Manager was one of the nine recommendations in the [Arts In the Landscape – Connecting People to Nature](#) Report and the delivery of a major national arts programme was another – we have combined these ambitions to create a post that will help make a tangible change for our AONB (Area of Outstanding Natural Beauty) members, arts organisations and communities in and around the AONBs. See the Background Section for more information.

This is a two-year fixed term position with the potential to be extended if funding allows.

Within the [NAAONB team](#), we have a broad mix of people with lived experience of caring responsibilities, neurodivergence and being from a working-class background.

We particularly welcome applications from people who have experienced barriers or prejudice relating to their age, gender identity, ethnicity and/or having a disability or long-term health condition, their sexuality, or being from a working class/ low-income background. We are keen to address under-representation in our team, through positive action in our recruitment.

We will provide support for any access requirements you have.

The Basics

Reports to:	Chief Executive
Responsible for:	Freelance contractors
Location:	Homeworking with travel across England
Deadline:	Wednesday 20 th December 2023 at 12:00 midday
Interviews:	Wednesday or Thursday 17 th or 18 th January 2024
Ideal start:	As soon as possible
Working days:	Full time with some evenings, operating flexible working
Salary:	£34,000 with generous pension
Holiday:	25 days, public holidays, and non-transferable office closure between Christmas and New Year.
Term:	2 Years with possible extension (depending on funding)

Questions?

We are more than happy to have a conversation with you if you have any questions about the role. Please contact the office and we can arrange a video call, phone call or send questions by email – just let us know if you have any access requirements.

The Role: Arts Development Programme Manager

Who we are seeking

You'll be an arts professional with experience of running successful commissioning briefs and community engagement programmes across multiple art forms. You will have strong project or programme management skills and be adept at juggling competing priorities. You'll be great at building positive relationships and supporting others to build their own networks. You'll be up to speed with the latest good practice in commissioning, learning on community engagement and ready to develop new approaches to help us reach those people we are not currently engaging. You'll have an enthusiasm for exploring new approaches to outdoor arts across art disciplines, a commitment to social justice and an appetite for responding to the climate emergency and biodiversity crisis that will motivate others to act too.

Purpose

The Arts Development Programme Manager will be responsible for mapping and building networks between Areas of Outstanding Natural Beauty staff teams, local arts organisations and nearby community groups. They will also work with our Arts Partner organisation Activate Performing Arts, Creative Producers for our lead project, to commission and contract artists, coordinate training for representatives from AONB and National Park teams, and for arts practitioners, to support more effective joint working between arts organisations, designated landscape teams and underrepresented communities.

We have secured funding from Arts Council England, DEFRA and our AONB membership, to deliver a £2m project 'Nature Calling' which would see every AONB Partnership in England able to take part in a national season of arts activity through 2025. This will engage local communities, arts organisations and staff teams in co-creating pieces (visual arts, performance, digital, sound art) responding to specially commissioned place-based written works. The Arts Development Programme Manager would be working with Arts Partners Activate to oversee development and delivery of this programme at a national level, ensuring artistic cogency across the programme, commissioning training, and working with the Communications Manager to maximise engagement and PR opportunities.

We have also secured funding from the Protected Landscapes Partnership which enables a National Park (NP) and a National Trail (NT) to take part in Nature Calling. The partnership comprises National Association of Areas for Outstanding Natural Beauty (NAAONB), National Parks England (NPE), National Trails UK (NTUK) and Natural England (NE). Together, the Partnership aims to create more collaborative ways of working that amplifies the impact and influence of our organisations towards our common goals, with funding from DEFRA.

Your Main duties

- To manage the delivery of the Nature Calling national programme, acting as lead officer for the programme to ensure the project achieves its aims and objectives.
- Working with the Art in the Landscape /Nature Calling Steering Group to ensure the objectives of the project and the Culture Strategy are met.
- To understand existing relationships between protected landscapes teams and national, regional and local arts partners, and supporting opportunities to build this network throughout England.
- To support the AONBs to deliver the Nature Calling programme.
- Overseeing the development of a programme of activities that have artistic cogency and give meaningful opportunities for artists, communities and protected landscapes teams to co-create high-quality site-specific/responsive work.
- Working as a bridge between staff, producers, artists and funders ensuring smooth and effective commissioning and producing processes.
- To amplify other arts projects undertaken by the AONB membership meeting our commitment to engaging wider audiences with a particular focus on ensuring high quality cultural experiences for all.
- Managing the partnership and contracting agreements within Nature Calling.
- Overseeing the audience development strategy and supporting project partners to in create regional plans that will reach target audiences.

- Managing the project budget for Nature Calling and our poetry prize partnership with Poetry School.
- Co-ordinate training, developed and delivered by Activate, aimed at all AONB, National Park and National Trails staff across the country as well as arts organisation staff, and artists to create greater understanding of how best to work together. Creating a toolkit of useful assets for the AONBs.
- Creating a strong network across AONBs who are knowledgeable, confident and skilled in navigating the world of community engagement and working with arts organisations and artists, ensuring learning is developed to embed the approach into all AONB projects for the long term.
- Support the identification of government and other funding opportunities to advise the AONBs raise funds for the programme.
- Evaluating the success of Nature Calling across the AONB family, enabling NAAONB to assess the success of the programme against strategy objectives, as well as meeting reporting requirements from key funders, including Arts Council England and the Protected Landscapes Partnership.
- Ensuring that National Association for AONBs 's senior staff are fully briefed on strategic opportunities for collaboration and partnership across the arts sector.
- Working with communications and marketing colleagues at NAAONB, within AONB teams and at the selected National Parks and National Trail to ensure the effective communication of all arts projects and activities and liaising where necessary with co-producers and partners to deliver exceptional digital and communication strategies to promote engagement and participation in our arts programme.
- Supporting the CEO in maintaining and developing our strategic relationship with Arts Council England and monitoring the effectiveness of our work together according to our memorandum of understanding signed 23 September 2022.
- Ensure all work is delivered based on a clear understanding of the NAAONB's organisational goals, business objectives and values.

Keys Contacts In the Role Include

NAAONB Chief Executive - Art In the Landscape / Nature Calling Steering Group - NAAONB Chairman and Board of Trustees - NAAONB Staff team - UK AONB Teams - Arts Council England - Activate Performing Arts - Regional Arts Organisations - Protected Landscapes Partnership - National Parks England - National Trails UK - UK and Devolved Government Officials - UK Environment Non-Governmental Organisations -Possibly Local Community Groups (although the relationships are held with local AONBs)

More About You

- We welcome applicants from a broad range of arts experience and backgrounds.
- Can quickly build positive working relationships with multiple stakeholders.
- Ability to lead and influence collaborative partners to deliver outcomes.
- A commitment to personal growth and learning.
- Has a team ethos, with a drive to collaborate across broad networks.
- A self-starter who is flexible and adaptive, yet structured and organised.

- Very capable communicator across diverse groups, verbally and in writing.
- Ability to think about and shape the future, but also comfortable with detail and evidence.

Secondments from partner or related organisations, or via a consultancy arrangement can be considered.

The Essentials We are Looking For

- Demonstrable experience of working in a multiform arts development programme role.
- Experience of working on a national programme.
- Strong Project Management Skills.
- Strong budget management skills.
- Strong interpersonal skills, capable of taking responsibility for managing relationships with key partners, stakeholders and policy makers.
- Strong communications and presentation skills, both written and oral, with experience of communicating complex issues to diverse audiences.
- Ability to work as part of a small team while also working independently, using own initiative and developing ideas.
- Effective facilitation and collaboration, using relevant tools and technology, online and face-to-face.
- Experience of community engagement and empowering people from marginalised communities to feel confident in taking a seat at the table to co-create high quality art work.
- Ability to prioritise work and meet tight deadlines.

Desirable but not Essential

- Experience working in and/or with NGO coalitions or networks.

A driving licence and access to own transport, although not essential, would be useful. It is not, however, an essential requirement.

How to Apply

To apply please write us a letter and tell us:

- Why you wish to apply for this job.
- The knowledge, skills and experience you offer set against the person specification requirements in the 'Who We Are Seeking' and 'More About You' sections above, giving examples of actual activities and projects where possible.
- You can do this as a written letter (2 x A4 pages maximum length) or you can submit your letter in alternative formats such as video and audio.

Please also send us your CV and the names and addresses of two referees.

- References for shortlisted candidates may be taken up before interview unless you request otherwise.
- You can send this as a PDF or word file, or you can submit your letter in alternative formats such as video and audio. Please keep the audio or video to five minutes if you can.

Please also complete our [Equality Of Opportunity form](#). This will be treated anonymously and will not be used as part of the selection process.

If you have any access requirements or need any help with your application, please contact us below and we will be happy to help.

If you would like this pack in another format such as BSL, Large Print or Audiofile, we will happily arrange this for you or if you need further information, please contact info@activateperformingarts.org.uk or call 01305 260954. Activate is supporting the NAAONB in the recruitment process.

Send your application to: info@activateperformingarts.org.uk

We recommend using [WeTransfer](#) to send large files.

Closing Date: Wednesday 20th December 2023 at 12:00 midday

Interviews: Wednesday or Thursday 17th or 18th January 2024

Equality and Diversity

- We wholeheartedly support equal opportunities in all areas of our work. We strive to be a bold organisation that listens to the communities we work with. We encourage feedback on our services and how we can improve.
- We are committed to removing barriers. We oppose all forms of unlawful discrimination in relation to the protected characteristics. We are committed to having a staff and board that reflects and represents all sections of the community we serve and eliminating discrimination that is unlawful under the Equality Act 2010.
- We will guarantee an interview to any D/deaf or disabled candidate who fulfils the essential criteria for the role – please tell us in your letter, or video/audio alternative. We are open to proposals of ways this role might be undertaken if our proposed structure presents barriers to any applicant.
- The interview panel will be representative of a diverse range of individuals.
- Letters and CVs will be anonymised for short-listing.

The National Association for Areas of Outstanding Natural Beauty is an Equal Opportunities employer. This means that when carrying out our work and in the employment of staff to undertake this work, we will seek to ensure equality of treatment for all persons regardless of ethnicity, gender, age, marital status, disability, religion, sexual orientation, or economic status.

The National Association for AONBs is passionate about investing in growing the talent of its staff and the wider AONB Family. We will appraise applications against the Essential and Desirable criteria for this post.

How we use your personal information

The information which we gather from you during the recruitment and selection process is retained and processed in accordance with the General Data Protection Regulation (GDPR).

Please note that by applying for employment, you are also agreeing to the NAAONB processing such information as may be necessary to assess your application, provided that proper regard is had to the data protection principles in force.

If your application is successful, the information you provide will be retained and will form part of your personnel file. If you are not offered work with the NAAONB, all documentation related to your application will normally be confidentially destroyed after a period of six months.

Thank you for your interest in this opportunity.

Background: about the NAAONB and Nature Calling

The **National Association for Areas of Outstanding Natural Beauty** supports the UK's 46 AONBs to value and secure the natural beauty of the countryside.

An Area of Outstanding Natural Beauty (AONB) is a designated exceptional landscape whose distinctive character and natural beauty are precious enough to be safeguarded in the national interest. AONBs are protected and enhanced for nature, people, business and culture.

England, Wales and Northern Ireland has 46 Areas of Outstanding Natural Beauty, covering 18% of the countryside, over a fifth of the English coast, and including 12,000 miles of footpaths and bridleways.

The National Association for AONBs is a charity with three objects:

- to promote the conservation and enhancement of natural beauty in and around AONBs and other similarly protected areas;
- to advance the education, understanding and appreciation of the conservation and enhancement of the countryside; and

- to promote the efficiency and effectiveness of organisations promoting or representing Areas of Outstanding Natural Beauty.

The appointment comes at a significant time for the Association and its AONB members. The vision that the natural beauty of landscapes is valued and secure is now strongly underpinned by the recognition that these landscapes are for the whole nation. 2/3rd of the population of England lives within 30 minutes travel time of their nearest AONB: they are the protected landscapes closest to urban centres and the Nature Calling project's aim is to work in partnership with arts organisations and artists so that more people can experience and participate in an arts programme that connects them to nature.

This role is being recruited in partnership with:

activate
performing arts

The role is supported by the following funders:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**Department
for Environment
Food & Rural Affairs**



**Funded by
UK Government**

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