

**Post Title: Creative Director  
Person specification**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>How assessed</b>
Qualifications	<ul style="list-style-type: none"> <li>• Qualified by a verifiable and proven track record of relevant experience in the arts field</li> <li>• Excellent oral and written communication skills in English</li> </ul>	<ul style="list-style-type: none"> <li>• Fluent in any South Asian language</li> </ul>	Application form and interview
Knowledge	<p>Current knowledge of</p> <ul style="list-style-type: none"> <li>• South Asian cultural scene and upcoming trends in performing arts in the UK</li> <li>• The opportunities and realities of developing and delivering creative programmes in artistically and financially demanding environments</li> <li>• Managing budgets and achieving financial targets</li> <li>• Developing and managing projects independently or in collaboration with partners.</li> <li>• Knowledge and experience of fundraising (e.g. sponsorship, individual giving, trusts and foundations, crowd funding and/or public funding) with evidenced success of meeting income targets</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding the business, artistic and funding environment within the arts sector</li> </ul>	Application form, interview and presentation
Experience	<p>Experience of:</p> <ul style="list-style-type: none"> <li>• Working in an arts organisation</li> <li>• Programming a diverse and varied arts programme</li> <li>• Development of new and diverse Audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Team leadership and management</li> <li>• Experience of working with volunteer Trustees</li> <li>• Practical experience of working as a company secretary</li> </ul>	Application form, interview and presentation

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	<ul style="list-style-type: none"> <li>Partnership and collaborative working</li> <li>Effective event management</li> </ul>		
Skills	<ul style="list-style-type: none"> <li>High level of initiative and leadership qualities</li> <li>Strong problem solving and creative skills</li> <li>Communication, advocacy, presentation, public speaking</li> <li>IT skills (MS Office as a minimum)</li> <li>Time management and organisational and workload planning skills</li> <li>Strong negotiation skills</li> <li>Committed to continuous personal, role and service development</li> </ul>	<ul style="list-style-type: none"> <li>Experience of developing a business plan</li> <li>Strategic Business planning</li> <li>Use of social &amp; digital media in promoting the work of the organisation</li> <li>Knowledge and experience of communications (e.g. social media, websites, email marketing, telemarketing, direct mail and/or direct sales) with evidenced success of increasing engagement with target audiences</li> </ul>	Application form, interview and presentation
Personal Qualities	<ul style="list-style-type: none"> <li>Highly motivated with a positive attitude</li> <li>Self-aware, objective and analytical</li> <li>Ability to work independently and as part of a team</li> <li>Ability to lead, inspire, motivate, develop and support others</li> <li>Ability to stay calm under pressure and keep to deadlines</li> <li>Attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>Well networked within the cultural and arts sectors</li> </ul>	Application form and interview
Other	<ul style="list-style-type: none"> <li>Ability to work flexible hours including evenings and weekends to meet the operational needs of the organisation.</li> <li>The post-holder is required to be able to frequently and regularly visit external venues where arts classes, concerts and events are held.</li> </ul>		Application form and interview