

# **Llangollen International Musical Eisteddfod**

## **Executive Producer**

### **Terms**

Full-time post

3 year fixed-term contract commencing summer 2021

Salary £45,000

Requires post-holder to be based a commutable distance from the Llangollen area

### **Background**

Every summer since 1947 Llangollen has staged one of the world's most inspirational cultural festivals. Each year around 4,000 performers and as many as 35,000 visitors converge on the beautiful small Welsh town and its International Pavilion; to sing and dance in a unique combination of competition, performance, and international peace and friendship.

Its competitions climax with the prestigious 'Choir of the World', which determines the best overall choir of the event. In 2005 Luciano Pavarotti added his name to the competition in recognition of his appreciation of the festival and its influence on his career.

This is a time of significant change. The Covid-19 pandemic has brought into sharp focus many of the challenges that we were already facing and challenged us to respond to the new realities. At this pivotal moment, we have started the journey to review and refresh our strategic direction and development.

### **Purpose**

The Executive Producer is the creative and executive lead for the organisation, shaping its programme, connecting with audiences and partners, supporting and developing the staff team and ensuring the vitality, diversity, sustainability and impact of the Eisteddfod as major annual international event.

As Chief Executive the Executive Producer is also the lead decision-maker, responsible for the strategic planning and financial sustainability of the company. They model a working culture that inspires and supports staff, trustees and contractors. They have the confidence of the trustees, volunteers and key stakeholders. They are the face of a world-class programme that attracts a broad audience from North Wales, the North West of England and beyond.

The Executive Producer inspires and leads the staff team and reporting to the Chair of the board of trustees.

## **Duties and responsibilities**

### **Strategic**

- Evolve LIME's business model, develop and maintain strategic and business plans and monitor progress against clearly set objectives.
- Advocate and lobby for LIME, seeking opportunities to promote the organisation nationally and internationally.
- Seek opportunities for further exploitation of all areas of the company's work, including through broadcast and on digital platforms.
- Seek out, establish and maintain mutually beneficial relationships with producing partners, sponsors and funding bodies; lead on fundraising.
- Develop an international strategy and nurture new partnerships.
- Attend board meetings and support the Trustees in discharging their legal responsibilities, both as charity trustees and company directors, ensuring that they receive accurate and timely information enabling them to make informed decisions.

### **Programme and production**

- Evolve LIME's creative vision, bringing together the international competition, the concert series and the outdoor festival into a single coherent and compelling international annual programme.
- Lead the programme team, ensuring that opportunities are created for a wide audience and that all events are aligned with organisational values and are of the highest quality.
- Oversee the appointment of specialists who will:
  - prepare the syllabus for the Eisteddfod competitions

- form the selection committee
- assess applications and make recommendations on the selection of competitor
- form the panel of international adjudicators, accompanists and stage presenters
- supervise arrangements for preliminary tests where required.
- Oversee - and, where necessary, lead on - negotiations with, and the contracting of, artists and companies appearing in the programme, ensuring that all agreements are legally compliant, presented to industry standards and concluded in the best interests of LIME and its partners and investors.
- Enhance the international profile of the organisation and annual event, creating new relationships and working with UK partners to resource-share and co-present artists and companies from across the globe.
- Take the lead in establishing and maintaining relationships with co-producers, partners and investors.
- Work with the staff and volunteers to ensure the effective preparation and delivery of the annual Eisteddfod and related events.
- Ensure that all agreements and contracts related to events are negotiated and concluded according to industry standards.
- Ensure the robust financial management of the programme and that targets are met.
- Oversee the recruitment and contracting of all production staff and agencies.

### **Finance and fundraising**

- Be responsible for the financial stability and future solvency of LIME, including overseeing the preparation, monitoring and control of budgets, quarterly reports and annual accounts.
- Be accountable for the setting and achievement of all income targets.
- Ensure costs are controlled through close monitoring of income and expenditure.

- Lead on funding and income generation from public and private sources including trusts and foundations, high net worth individuals and private sector sponsors in liaison with development staff or professionals.
- Develop an effective fundraising strategy, ensuring that new opportunities for generating income both commercially and through grants, sponsorships or donations are continually explored and developed and targets are met.

### **Management and human resources**

- Be the lead decision-maker for the organisation.
- Line manage the team.
- Ensure that the company operates as a good employer, taking responsibility for its employment procedures, including the professional development and training of its staff.
- Ensure that appropriate organisational structures are in place to be able to deliver the company's plans.
- Ensure that effective operational systems are established, maintained and periodically reviewed.
- Oversee the recruitment of team members, freelancers and subcontractors, ensuring that all agreements are properly documented, reviewed and in line with industry standards.
- Ensure that risk is well managed and that the risk register is regularly reviewed at board level.

### **Governance and compliance**

- Work with the Trustees to ensure that LIME maintains the highest standards of governance and strategic planning.
- Work with the Chair and senior officers of the board to plan meeting agendas, ensure that meetings are well-managed and that actions are recorded and followed through.
- Ensure LIME is compliant with all statutory requirements including the Charity Commission and Companies House.
- Ensure that the company's risk register is updated and maintained.
- Ensure effective policies and plans are in place, regularly reviewed and implemented to promote equal opportunity, access and diversity and

compliance with best practice and legal requirements, including employment law and data protection and environmental sustainability.

### **Marketing, communications and PR**

- Ensure that all available insight, data and intelligence is taken into account as the programme is developed.
- Feed into audience development and engagement plans where appropriate.
- Oversee appropriate PR, digital and audience development strategies that will maintain the company's high level of profile and visibility.
- Act as an ambassador for the LIME brand and actively engage with opportunities to represent the organisation locally, nationally and internationally.

### **Person specification**

#### **Essential**

- A charismatic individual with vision, imagination and entrepreneurial flair
- A proven track record in leadership embracing both executive and creative responsibilities
- A forward-thinking, outward-facing strategist
- A motivator, inspirer and leader of teams
- An understanding of, and network in, the UK arts sector
- Experience in or knowledge of the international arts sector
- A specialism in music but experience of cross-arts programming for a broad audience
- Experience of negotiating and agreeing deals and contracts
- An understanding of, and commitment to, Welsh tradition and contemporary culture and the peace and reconciliation mission of LIME
- Experience of leading and developing teams and a genuine interest in working with people
- Rigour in working with finance, experience of working with funders and sponsors and an ability to bring people and partnerships to great ideas
- Experience of working with boards of trustees

- An imaginative storyteller with excellent communication and inter-personal skills
- A commitment to growing audiences for the programme and in fostering new relationships
- A commitment to equality and inclusion and the development of a programme and team that reflect and embrace the diversity of contemporary Wales and the UK.
- A commitment to living and working in North Wales and being a visible and active member of the Llangollen community

### **Desirable**

- A Welsh speaker
- Previous media training
- An active social media user

### **How to apply**

To apply for this position, please submit a current CV and covering letter by email to Betsan Moses, Interim CEO at [betsan.moses@llangollen.net](mailto:betsan.moses@llangollen.net)

The deadline for receipt of applications is 5pm on Tuesday 1<sup>st</sup> June 2021.