

Job Description

Title:	Head of Recreational Programme
Line Managed by:	Commercial Director
Overall responsibility:	Lead the strategic and operational delivery of the National Centre's adult and youth recreational circus programme.
Reports:	Recreational Programme Officer, Data Manager, Duty Coordinators, Teachers.
Hours:	35 hours per week. One evening per week and occasional weekends as the programme demands.
Salary:	£38,000 per annum
Holiday Entitlement:	30 days paid holiday per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1st September up to a maximum of 35 days per annum.

About National Centre for Circus Arts

The National Centre for Circus Arts is a registered charity and an independent Higher Education provider registered with the Office for Students, and is one of Europe's leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

Our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community. We continue to develop our creation and production capabilities and are striving forward in both initiating, supporting and creating high quality work that can tour regionally and nationally. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

We have embarked on an exciting new strategy for the organisation which will see more cross-departmental working and an increase in our commercial activities, in order to make us more financially sustainable.

PURPOSE OF THE JOB

The Head of Recreational Programme will work closely with the Commercial Director to develop and deliver our existing recreational classes, increasing this income stream year-on-year. Our current offer includes a range of classes for youth (3-18 years) and adults across the full range of circus disciplines, plus 'taster' sessions (Experience Days), also for both youth and adults. This role will manage our existing activity, working with teachers, Duty Coordinators and operational teams to ensure a well curated programme and exemplary circus activity for our participants, and look for ways to increase participant numbers and revenue. You will also work cross-team, for example with the Head of Learning and Access and Head of Business Development to develop new and refreshed offers and models of delivery.

MAIN RESPONSIBILITIES

- Manage delivery and development of all recreational classes.
- Working closely with the Commercial Director, regularly review the offer in terms of both price and the types of classes run, benchmarking against other organisations as appropriate, and make recommendations for change. Ensure that financial targets for recreational classes are met or exceeded where possible.
- Work with the Recreational Programme Officer, Duty Coordinators, teachers, Buildings and Facilities team, and Technical Team to ensure high quality service delivery that enhances the reputation of the National Centre.
- Take responsibility for course specific safeguarding standards and reporting.
- Work with the Data Manager to ensure timely and effective on-sale periods are planned for and maintained.
- Work with the Marketing team to develop the web presence for recreational classes and develop campaigns across multiple platforms to achieve income aims.

Detail of responsibilities

Management

- Manage and work with the Recreational Programme Officer to schedule classes with reference to the organisation's overall calendar, booking spaces in our resource booking system (CELCAT).
- Ensure teachers are booked as necessary to deliver classes and issue contracts, managing last-minute changes to teachers' availability to ensure booked classes are delivered wherever possible.
- Ensure that all youth activities adhere to safeguarding standards
- With the Recreational Programme Officer, manage queries from participants relating to the recreational programme.
- Follow-up any first aid incidents that take place in classes and report them to the Health and Safety Committee.
- Provide insight into how the youth course can support participants who may have additional needs.

Programme Development

- With the Commercial Director, develop a strategy for achieving the annual recreational classes revenue target.
- Manage expenditure for classes, ensuring costs are kept within agreed limits and providing accurate reports on current position as required.
- Regularly review current performance against target, and suggest and implement activities to increase revenue if performance is falling short.
- With the Commercial Director, Head of Learning and Access and teachers, continually review and refresh our recreational offers. This could include regular pricing reviews, reviewing the format of classes or increasing the numbers of classes in particular discipline areas.
- Pilot, launch and promote those concepts and review their success.

Service Delivery

- Train and support the Recreational Programme Officer and Duty Coordinators to provide an excellent level of customer service around classes.
- Ensure teachers are well-briefed before classes. Work with the Head of Learning and Access to identify training needs for teachers on the recreational programme.
- Work closely with the Operations departments (Buildings & Facilities, Technical) to ensure the smooth delivery of classes, for example providing the correct equipment and ensuring studios are set up correctly.
- Provide mechanisms for customer feedback, collate and review feedback and use to inform forward planning.
- Manage any customer complaints in a timely manner, bringing complaints to a good resolution or escalating matters as necessary.

Sales and Communications

- Work with the Marketing Manager to ensure information about recreational classes on our website is up-to-date, accurate and engaging.
- Provide accurate and timely information to the Data Manager and Marketing Manager to ensure all classes are 'live' on sale by the agreed date.
- Seek out opportunities to promote our recreational classes and encourage new audiences.
- Assist with content for use on social media and the website, for example videos from classes.
- Where possible, obtain customer consent to use images etc from classes for later promotional purposes.
- Ensure information on classes is communicated as necessary within the organisation,
- Work closely with the Professional Development Directorate on scheduling for classes and other opportunities for cross-team working.

Safeguarding

- Ensure safeguarding legislation is adhered to when delivering the programme, including reporting any incidents and escalating them to the National Centre's safeguarding committee.
- Undertake designated safeguarding lead training.
- Liaise with teachers to ensure the safeguarding standards are communicated and reviewed.
- Attend safeguarding committee meetings and contribute to any reporting.
- Work with other safeguarding lead officers within the organisation to ensure we are current in all areas of process and to deliver internal training on occasion.

Other

- Manage and support the Recreational Programme Officer, Data Manager, Duty Coordinators, and teachers, identifying staff development needs to enable growth.
- Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
- Promote a commitment to the National Centre's Equal Opportunities & Diversity policy, Disability & Reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.

Such other duties (commensurate with the role) that may from time to time be reasonably required.

PERSON SPECIFICATION

Experience

- At least two years' experience of running or managing a programme of income generating classes, activities, workshops or events – previous knowledge of circus specific activity would be advantageous but not required.
- A track record of developing a programme of events to either increase engagement, participants or income.
- A strong knowledge of safeguarding policies and procedures relating to young people and adults at risk.
- Relationship management when dealing with staff teams.
- Experience of working in an organisation with a varied public programme and the operational challenges that come with that.
- Experience of deep engagement and strong communication with participants or audiences.
- Experience of managing budgets and hitting income or capacity targets.
- Experience of working within an arts or higher education organisation (not essential)

Skills

- Excellent planning and organisational skills.
- An ability to think strategically when approaching space planning
- Good financial awareness.
- An strong understanding of how to manage audiences.
- Excellent written and verbal communications skills across all media.
- Ability to work with a wide-range of customers and stakeholders.
- High level of PC skills including use of IT-based room booking systems (ideally CELCAT).

Personal attributes

- High level of commercial and customer awareness.
- Interest in the performing arts sector.
- Ability to work effectively and collaboratively across departments.
- Ability to bring together disparate teams for specific projects.
- Ability to work to deadlines and keep calm under pressure.
- Creative and entrepreneurial spirit.
- Flexible approach to working hours.