



July 2021

Thank you very much for your interest in the role of Chief Executive Officer.

Our long serving leadership, Hamish Glen and Joanna Reid, will be leaving in 2022, and we are now looking for a CEO to build on their significant achievements. The CEO will work to secure a sustainable future for The Belgrade as we embark on a post pandemic journey of recovery and regrowth.

The Belgrade is at the centre of Coventry as a building and as its cultural hub. It is a nationally important theatre and production centre. It also does a substantial amount of work across the diverse communities of this vibrant city and with young people. Its central role in Coventry's 2021 City of Culture will help to develop this work further and create a lasting legacy for the region and beyond.

At its heart, The Belgrade is about Making Life Better. It is about identity, creativity and diversity. We have a proud history and many new stories to tell. This is an exciting time for the City and the role of The Belgrade has never been more important.

Our new CEO will have knowledge, understanding and passion for theatre, the arts, culture and community engagement. In particular, the CEO will be able to demonstrate their grasp of the business and financial imperatives that are essential for The Belgrade's sustainable future.

We are committed to cultivating a culture of inclusion, and we welcome applicants that represent the diverse communities we serve.

If you would like to have an informal conversation about this role, I would encourage you to get in touch with us – the details are in the 'how to apply' section in the recruitment pack.

We're looking forward to hearing from you.

DAVID HANSON
Chair Designate

ALAN POLLOCK
Vice Chair

BELGRADE CEO RECRUITMENT PACK



Vision

Together, with the diverse communities across Coventry and the region, we aim to enrich and fundamentally change people's lives for the better through theatre.

Mission

In our landmark building, across the region, the UK and online, we will use theatre to entertain, inspire, share the city's stories, uncover hidden histories and unleash the creativity in our communities.

Our Organisational Brand Values: **Ambitious, Brave and Collaborative**

The Belgrade Theatre is the largest producing theatre in Coventry, England's 11th most populous city and the second largest conurbation in the Midlands, and acts as the city and sub-region's commercial and producing theatre. We are situated in Coventry city centre and in our two spaces (850 and flexible 250 seats) offer a broad programme consisting of large and small scale touring productions and our own productions created in-house. Our Seasons are designed to appeal to and broaden our wide range of audiences. Alongside this programme we also offer a wide range of participation, education and talent development programmes, host conferencing and events and operate the catering offer.

In addition to our core work currently the Theatre

- Has completed the second phase of our £5m Redevelopment Project that upgraded our 1958 main auditorium, and improving and expanding our café bar facilities, increasing capacity for our participation and commercial work (Opened 17 May 21).
- Is delivering our 2021 Project HANDING OVER THE KEYS that is a headline project for Coventry UK City of Culture 2021

You can find more about us in this 2 minute video:

<https://www.youtube.com/watch?v=TpfSBRgOwwI&feature=youtu.be>

Belgrade Square
Coventry CV1 1GS

Tel: 024 7625 6431
Fax: 024 7655 0680

admin@belgrade.co.uk
www.belgrade.co.uk

Belgrade Theatre Trust (Coventry) Limited, registered in England, no. 593331. VAT no. 765 3275 12. The Belgrade Theatre is a registered charity, no. 219163. Chairman: Stewart Fergusson. Chief Executive & Artistic Director: Hamish Glen. Executive Director: Joanna Reid.

Belgrade Theatre as part of Coventry: UK City of Culture

We are currently delivering a bold and inspiring programme of work for Coventry's year as UK City of Culture. This ground-breaking project is led by a team of three 2021 Co-Artistic Directors; **'Unleashing Creative Power For The City/Handing Over The Keys'** is a strategic shift for the Belgrade in the way that it embeds the priorities of **diversity, community collaboration and talent development** across the ethos, programming and operations of the Theatre. It builds on and strengthens the integration of our groundbreaking participatory theatre and talent development practices with the professional programming and operations of the Theatre, whilst deepening the Theatre's relationship with its communities.

Effects of the Covid Pandemic

The effects of the global pandemic have been devastating for the theatre industry and the past fifteen months have been very challenging for The Belgrade. Nevertheless, the Theatre has ridden the storm well, due to its sound financial management, and its ability to maximise governmental support through the furlough scheme, local authority grants and Cultural Recovery Funding, and Coventry being UK City of Culture.

The Theatre carries no significant debt and is managing to rebuild its free reserves to an anticipated level of just over £1/2m, which has provided the organisation with a solid foundation on which to rebuild its business model in a post Covid environment.

Draft Annual Accounts 20/21 will be supplied to short listed candidates.

Facts & Figures

The Belgrade is part of Arts Council England's National Portfolio, and receives regular revenue funding from Coventry City Council. You will find lots more facts & figures in our recent Annual Reports <https://www.belgrade.co.uk/about/>

The Belgrade Theatre is an Equal Opportunities Employer

Who we are looking for

The role of CEO is an exciting opportunity for an entrepreneurial and ambitious leader to take on the challenge of leading the Belgrade into its new future.

We recognise that it's a large and complex role, and we will be happy to discuss your development needs and how best to provide a full induction into the role. We can provide mentoring over a period of time to support you as you settle into the role; this might be of particular value if you're stepping up in terms of scale and/or responsibilities from your current post.

You'll certainly have considerable commercial acumen and will be likely either to have existing relationships, or the ability to build them, with a wide range of commercial producers.

You'll be an effective and dynamic leader, who is also able to work in close collaboration with a Creative Director.

And you'll have the skills to be an effective advocate for The Belgrade in Coventry, regionally and nationally.

You will have an inclusive management style which also facilitates clear timely decision making, taking into account the operational and financial needs of the organisation.

BELGRADE THEATRE - JOB DESCRIPTION



Post: Chief Executive
Employer: Belgrade Theatre
Reports To: The Board of Directors
Reports From: Creative Director and Leadership Team

Purpose of the Role:

The CEO is a new senior role in the organisation, reporting to the Board. They are the public face of the Theatre, responsible for strategic planning, stakeholder management and advocacy, and with overall responsibility for the finance and operations of the organisation.

Given that the Belgrade, pre-Pandemic, earned 75% of its £6.5m income from a variety of commercial earnings, the CEO must drive the income generation for the Theatre, and in this light will be responsible for the Main Stage visiting work programme.

They provide effective leadership for the staff team, drawing on the collective strength of the SMT in their decision making.

The CEO will work in close collaboration with the newly created role of Creative Director. This role will shape the delivery of The Belgrade Theatre's artistic vision and will be responsible for leading the producing and participatory programmes.

The SMT has been redefined to a tight group covering the functions of: Commercial Income & Operations, Communications, Finance, General Management, Producing, Production/Technical.

KEY ROLES & RESPONSIBILITIES

Leadership & Management

- Provide inspirational leadership and a clear sense of direction to the senior team and wider organisation.
- Work closely with the Creative Director and Senior Management Team to deliver a high-quality and relevant programme which balances artistic, financial and operational needs.
- Ensure a commitment to equality, diversity, inclusion, and environmental sustainability throughout the organisation.
- Develop and oversee the delivery of strategic business plans that support the Vision, Mission and Values of The Belgrade, communicating these internally and externally.

Take an inclusive approach to management which fosters a culture of clear timely decision making and communication.

Financial Management

Oversee the robust financial management of the organisation, ensuring expenditure and commitments are made within available resources, risk is managed effectively.

Set and monitor budgets including financial income targets.

Support the Finance Controller in the management of the finance function, including accounting information supplied in a timely manner and ensuring there is a strong cash-flow position at all times.

Income Generation

Take a pro-active approach to the continuing growth of the Belgrade's commercial capability, ensuring all opportunities for generating income are maximised

Support the Head of Commercial Income & Operations in the management of all Front of House areas, focusing on customer experience while maximising the commercial potential of the building particularly through catering and conferencing

Develop strategic relationships with a wide range of commercial producers and visiting companies to secure appropriate Main Stage visiting work and negotiate the deals maximising the benefits of these partnerships for the commercial benefit and artistic reputation of the Belgrade.

Oversee the delivery of The Belgrade's fundraising strategy, playing a visible leading role in fundraising events as appropriate.

Governance

Ensure full compliance with all legal obligations and statutory requirements, including the preparation of Annual Report and Financial Statements, and annual returns to Companies House and the Charity Commission, acting as Company Secretary and serving as a Trustee if required

Work closely with the Chair and Board of Trustees to ensure best practice in governance, maintaining effective working relationships with all Trustees.

Develop and maintain robust and effective risk management systems.

External Relations

Nurture excellent working relationships with key stakeholders, partners and supporters, including Arts Council England and Coventry City Council; specifically, leading on NPO applications, and working to meet the objectives of CCC's Cultural Plans.

Continue to develop The Belgrade's role as a strategic partner and cultural leader locally and regionally.

Act as advocate and ambassador for the Belgrade, representing the organisation publicly, seeking out opportunities to raise the profile of the Belgrade.

Carry out any other tasks that may be allocated by the Board of Trustees.

PERSON SPECIFICATION

Essential

You will be able to demonstrate this range of skills and experience:

- Commitment to the vision, mission and values of The Belgrade.

EITHER significant senior management experience in a theatre organisation of a similar scale to The Belgrade

OR: Significant experience of leadership at a senior level in the cultural industries, in an organisation of a similar scale to the Belgrade.

- Considerable experience in financial management of complex, large scale budgets.
- Proven track record in balancing creative risk and ambition with sound financial management.
- Ability to nurture a diverse network of industry contacts nationally and internationally.
- Demonstrable understanding of the UK arts and theatre scene with knowledge of the major social, financial and political issues facing subsidised theatre.
- Track record of negotiating and maintaining effective commercial partnerships for theatre productions.
- Proven success in setting and meeting significant targets in income generation
- Experience of developing and implementing strategic business plans.
- Successful experience of stakeholder management at the highest levels
- Strong leadership skills with the ability to provide clear strategic direction and manage and motivate a large team
- An innovative, entrepreneurial approach, with the ability to recognise and exploit commercial opportunities with energy
- Excellent interpersonal and communication skills with demonstrable ability to build trust-based relationships with a wide range of people both internally and externally.
- Commitment to learning, engagement, talent development and inclusivity
- Ability to act as spokesperson in a range of settings
- Ability to articulate the role of The Belgrade in ACE's Let's Create strategy
- Leadership of the Belgrade Brand Values to be the people who know and care. The Belgrade's character is **AMBITIOUS**: we have energy and drive to deliver excellence across all our work; **BRAVE**: we celebrate and encourage creativity and innovation in everyone; **COLLABORATIVE**: we work inclusively to achieve our goals.

Desirable

- Experience of carrying financial responsibility for an organisation of a similar scale
- Detailed knowledge of marketing and audience development.
- Knowledge of the regional theatre context
- Experience of effectively managing a fundraising and individual giving strategy.
- Experience of working with a voluntary Board of Trustees.
- Experience of working collaboratively with an Artistic/Creative Director
- Experience of managing Arts Council England NPO relationship
- Understanding of Theatre Tax Relief

SUMMARY OF TERMS & CONDITIONS

- Salary £65k to £72k dependent on skills and experience.
- Starting date: 1 January 2022.
- This is a permanent contract.
- Probationary period six months, with one month's notice; after confirmation of appointment the notice period is six months
- Working Hours: the basic working week is 39 hours over 5 days. The post-holder will be expected to fulfil the hours required to do the job, including some evening and weekend work, but is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations.
- Pension: auto-enrolment, with Belgrade currently making 3% employer contributions which will rise in line with legal requirements. The Theatre's appointed pension provider is NEST. Further details are available.
- Holidays: 28 days including statutory holidays rising by 1 day per complete year worked to 35 days.
- Location: the CEO will be expected to live within easy commuting distance of Coventry in order to sufficiently engage with the City and region. A relocation package is negotiable. The CEO will be expected to work from the theatre complex in Coventry.
- The Belgrade operates a House Agreement based on the UK Theatre/BECTU (Broadcasting, Entertainment, Cinematograph and Theatre Union) Agreement and its Staff Hand Book outlines the terms on sick pay, maternity leave and pay, paternity leave and pay, grievance and discipline and other relevant staff matters.
- Staff are entitled to tickets for shows at the Belgrade Theatre, subject to particular conditions and 10% discount at the Theatre's Café Bar and Bars
- The Belgrade is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. Due to the job tasks of this post it will require Standard or Enhanced Disclosure & Barring Service (formally CRB) check
- The Theatre's offices are Covid safe and set up with all facilities that the job requires. If home working is agreed this is at the staff member's cost, there is no allowance payable.
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK.
- The Theatre's Anti Covid Strategy and for Health & Safety reasons (for the Belgrade staff and its customers), staff are required to have both all Covid vaccinations offered unless there is a medical or religious reason not to

HOW TO APPLY

We are open to applications from people who wish to work flexibly.

We are keen to hear from a diverse range of candidates; if you need to receive this recruitment pack in a different format, please email or send a voice note to recruitment@belgrade.co.uk

If you would like an informal conversation about this opportunity, please contact Mary Caws, an independent consultant who is working with us on this recruitment: cawsmary@gmail.com

Please send us:

- a 1 page A4 statement (12 point minimum) or a 2 minute voice note, telling us why you want to lead The Belgrade, giving us details of the qualities and experiences you would bring to the role, and how these meet the person specification.
- your CV (maximum 2 pages 12 point minimum) with the names and contact details of two referees.
- a completed equal opportunities form

Send your application by email, with the Subject Title of CEO, to recruitment@belgrade.co.uk

Timeline

- **Deadline for applications 5pm Monday 23 August 2021**
- **First & second round interviews w/c 13 September 2021**

Recruitment will take place in two stages. First, a short-list of applicants will be drawn up and they will be invited to an interview. If you are invited to an interview we will contact you with more information and to find out whether you need us to make any access arrangements.

We will aim to reach a prompt decision after the interviews and aim to contact all short-listed applicants as soon as possible after a decision has been made. All applicants for jobs at the Belgrade Theatre will be contacted in writing whether or not they have been short-listed for interview.

If you are invited to an interview, please let us know if you have any access requirements so that we can accommodate your needs in advance.

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