



Venue Director – The Fire Station Auditorium, Sunderland

Salary: £40,000- 45,000 per annum

Contract: Permanent

Sunderland Culture is seeking to appoint an exceptional individual with excellent venue management experience, strong commercial acumen, in-depth understanding of the music industry, creative flair, and the ambition and vision to play a pivotal in the development of Sunderland’s newest cultural venue.

Location: The Fire Station, Sunderland

Sunderland Culture is particularly keen to receive applications from individuals from backgrounds that are currently underrepresented within the cultural sector.

Introduction

Sunderland Culture is delighted to offer an opportunity for an experienced venue manager or director to join our team and play a key role in the development of Sunderland’s newest cultural venue.

We are seeking someone with strong commercial acumen, in-depth understanding of the music industry, creative flair, vision, ambition and a passion for applying these skills and talents in the cultural sector in Sunderland.

Through this exciting opportunity, the successful candidate will play a key role in the development of Sunderland’s new performing arts hub and make a major impact on the cultural sector in the city.

About Sunderland Culture

Sunderland Culture was founded through a partnership between the University of Sunderland, Sunderland City Council and Sunderland MAC Trust. We work across the city to ensure the power of great art, culture and creativity is harnessed for the benefit of Sunderland, its residents and visitors, and work created here is showcased internationally. Our mission is to improve life for everyone in Sunderland through culture.

We work across 5 venues and deliver a city-wide cultural programme.

Sunderland Culture brings together the individual artistic and cultural strengths of our key venues:

- Northern Gallery for Contemporary Art (NGCA)
- National Glass Centre
- Sunderland Museum & Winter Gardens.
- Arts Centre Washington
- The Fire Station.

Sunderland Culture is supported by Sunderland City Council, University of Sunderland and the MAC Trust, and joined Arts Council England's National Portfolio in 2018.

About the Fire Station

The Fire Station is an £11million hub for music and performance in Sunderland City Centre. Phase 1, which included the opening of dance and music studios and the Engine Room Pub and Restaurant, was completed in November 2017. Phase 2, the development of a new auditorium for music, theatre, dance and comedy in the heart of Sunderland city centre, is due to open in Summer 2021.

Sunderland Culture's core partner, the Sunderland MAC Trust, is leading the Arts Council England-funded capital programme to build the new venue. The £8million auditorium building has been designed by award-winning architects Flanagan Lawrence and is due to complete in Spring 2021. On completion, the venue's operation will pass to Sunderland Culture.

Opening in Autumn 2021, our ambition is that the Fire Station will host over 200 public events and performances a year. With 450 seats and 800 standing capacity, it will attract an audience of around 100,000 each year, through a busy, popular and commercially sustainable music and performance offer.

How to apply

For further information, please visit www.sunderlandculture.org.uk. For an informal conversation about the Fire Station and the role, please contact rebecca.ball@sunderlandculture.org.uk.

The deadline for all completed application forms is 5pm Monday 23rd November 2020. Please send completed forms to Amy.Martin@sunderland.ac.uk.

Interviews will take place either in Sunderland or online on either 7th or 11th December 2020.

Sunderland Culture is particularly keen to receive applications from individuals from backgrounds that are currently underrepresented within the cultural sector.

Job Description

Job Title:	The Fire Station Venue Director
Responsible for:	The Fire Station programme, sales and marketing and operations staff
Reports to:	Creative Director, Sunderland Culture
Salary:	£40,000- £45,000
Working hours:	Full Time
Terms:	Permanent
Location:	The Fire Station
Main purpose of role:	The Fire Station Venue Director will lead the programme, sales and operations for the Fire Station, working with venue-based staff and the wider Sunderland Culture team to ensure the Fire Station is an exceptional venue delivering an ambitious, high quality and popular programme, attracting local and regional audiences and achieving its commercial income targets.
Key tasks and Responsibilities:	<p>Lead the development and delivery of an ambitious music and performance programme for the Fire Station.</p> <p>Lead the development and delivery of a high-quality commercial event hire programme for the Fire Station.</p> <p>Ensure the programme meets its audience and income targets through programming, commercial opportunities, audience development, sales and ticketing strategy.</p> <p>Ensure robust data capture and audience insight and evaluation.</p>

	<p>Manage technical and production staff and ensure the venue works to the highest standards of event production and offers an excellent service for artists and audiences.</p> <p>Manage venue-based facilities and operations team to ensure the venue consistently offers an excellent visitor experience.</p> <p>Develop strong relationships with cultural producers, promoters, agents and individual artists in Sunderland, the wider North East region and nationally.</p> <p>Develop opportunities for work to be experienced or made available online or in other digital formats.</p> <p>Develop and manage budgets for the programme and ensure all partners and staff operate within those budgets.</p> <p>Work collaboratively with the wider Sunderland Culture team around the development of a theatre, dance, visual arts, community, family and young people's programme for the Fire Station.</p> <p>Ensure that the voices of diverse artists are heard across the programme and deliver Sunderland Culture's Creative Case aspirations.</p> <p>Ensure that all performances, events and productions are delivered to the highest standard and in a timely, cost effective and safe manner in line with Sunderland Culture's health and safety policies.</p> <p>Identify funding and income generation opportunities and work with the Development team to secure funds for delivery of the Sunderland Culture Programme.</p> <p>Build, lead and manage a strong team of Fire Station staff and volunteers, as required.</p> <p>Build and maintain strong working relations with colleagues across Sunderland Culture.</p> <p>Work within the context of Sunderland Culture's Equal Opportunities policy and all other Sunderland Culture policies.</p> <p>Any other duties required to ensure the excellent running of the venue and Sunderland Culture more widely.</p>
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Person Specification

Key competencies	Essential	Desirable	Assessed by
Knowledge and Experience	<p>Significant and demonstrable venue management experience</p> <p>Music programming expertise across a range of genres including commercial and subsidised sectors</p> <p>A strong network of contacts within the music industry</p> <p>Demonstrable experience of successfully leading teams</p> <p>Demonstrable experience of successfully developing and implementing sales and ticketing strategies</p> <p>Ability to successfully manage and monitor large budgets</p> <p>Experience of development event plans, risk assessments and working to health and safety policies</p> <p>A good understanding of marketing, in relation to campaigns, branding and partnership / sponsorship</p> <p>Experience of working at a senior level.</p>	<p>Wider performance and events programme and producing experience</p> <p>Understanding or knowledge of touring circuits within the North East</p> <p>Experience of Spektrix or other equivalent CRM software</p> <p>Experience of Artifax and / or other venue management software.</p>	Application and interview
Personal Qualities	<p>Highly motivated</p> <p>Strong attention to detail</p> <p>Energetic</p>		Application and interview

	<p>Resilient, with the ability to cope with pressure and high expectations.</p> <p>Collaborative and able to develop strong partnerships and bring out the best in a team</p> <p>High level of integrity</p> <p>A strong commitment to equality and diversity</p> <p>Committed to working effectively and supportively in a team</p> <p>Confident and able to relate well to people, with excellent communication skills</p> <p>Excellent problem solver</p> <p>Flexible approach.</p>		
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