



## English Folk Dance and Song Society

### **BUSINESS DEVELOPMENT & OPERATIONS DIRECTOR**

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**The English Folk Dance and Song Society (EFDSS)** is seeking an experienced professional to lead on the financial and physical development of its home and arts centre, Cecil Sharp House.

#### **BACKGROUND INFORMATION**

EFDSS is the national development organisation for the English folk arts. It is multi-faceted, being a membership society (3,000 members); England's folk arts centre (Cecil Sharp House); an education, training, and creative development agency; an advocate and lobbyist on behalf of the folk arts; and custodian of the Vaughan Williams Memorial Library (VWML), England's folk music and dance archive, which was awarded designated status by the Museums, Libraries and Archives Council (MLA) in 2011.

Cecil Sharp House (CSH) is a 1930s Grade II listed building, purpose built for the English Folk Dance and Song Society and the Vaughan Williams Memorial Library. The Vaughan Williams Memorial Library is England's national folk music and dance archive and 'the most important concentration of material on traditional song, dance and music in the country'. (MLA, 2011).

Cecil Sharp House offers five main spaces which are used for EFDSS events and hired for a range of activities including public concerts, dance classes, theatre, dance & orchestra rehearsals, trade fairs and conferences. Regular clients include the BBC, The London Symphony Orchestra, English National Opera, Phil McIntyre Entertainment, Sunday Papers, and the London Gay Men's Chorus. Spaces are also hired for parties and weddings, with catering provided by Pink Food, our café/bar franchisee.

The busy EFDSS performance programme at CSH includes some of the biggest names in folk music – Martin & Eliza Carthy, The Young'Uns, Catrin Finch & Seckou Keita, Martin Simpson, and Kate Rusby as well as new and emerging artists. The building itself has also appeared in films, television programmes, as a location for fashion shoots and for recording music.

In 2013 the building was made step-free with the installation of a lift and refurbishment of public areas. This now enables access to all floors including the offices, enabling greater access to our events and facilities. A restoration of the main space, Kennedy Hall took place during 2015/16 with hearing loops installed into this and one other hall, and there are plans to further develop the facilities to improve the hirer and visitor offer in the next few years. Streaming equipment will be installed by January 2022 and will be made available to hirers.

Cecil Sharp House hosts some 600-650 public events per year – EFDSS events and regular hires for social dances, courses and classes, and concerts. There is currently the equivalent of c150 days of hires per year. Venue hire is a significant stream of income for EFDSS and expansion of this area of business is vital to the future development of both activities, such as performance and education, and to the physical improvement of facilities at CSH.

EFDSS is an Arts Council England National Portfolio Organisation.

## **JOB DESCRIPTION**

Job Title: BUSINESS DEVELOPMENT & OPERATIONS DIRECTOR

Hours/days: 28 hours / 4 days per week

Based at: Cecil Sharp House, 2 Regent's Park Road,  
London, NW1 7AY

Reporting to: Chief Executive & Artistic Director

Responsible for: Venue Operations Manager who manages

- Box Office & Reception Administrator
- Duty Managers and Event Assistants

Venue Hires & Events Manager who manages

- Venue Hires & Events Administrator

### **Job Summary**

Working closely with the Chief Executive and Senior Management Team of Marketing, Education, Finance, and Library & Archive Directors, the Business Development & Operations Director is responsible for the development and management of Cecil Sharp House (CSH) as a vibrant folk arts centre, library and hires venue through the development of financial opportunities offered by the hire of spaces and related equipment, and café/bar trading, working with our franchisee, Pink Food, and the physical development of CSH.

### **Key Responsibilities**

#### Business Development

1. To lead on the development of income from venue hire and associated services, seeking new markets, meeting agreed financial targets, and managing the Venue Hires Team to achieve this.
2. To work closely with all departments to ensure the needs of the artistic and educational activities taking place in CSH (programmed by the Artists' Development, Education and Library teams) are balanced with the need to generate income from hires.
3. To work closely with the café/bar franchisee (Pink Food) to help develop the offer, service, and business.
4. To manage the needs of the tenants, currently three renting office spaces, and market for new tenants when the need arises.

#### Cecil Sharp House

1. Overall management and development responsibility of Cecil Sharp House, ensuring it is fit for purpose as office space, hires venues, performance and educational space, and library and archive ie maintenance, technical and other equipment, health & safety, cleaning etc, working with the Venue Operations Manager and front-of-house team.
2. Responsible for all maintenance contracts including cleaning, ensuring they continue to be fit for purpose; re-negotiating and undertaking tendering processes as required.
3. To develop and implement plans for the capital development of CSH, working closely with the Chief Executive.
4. Working with the Marketing and Communications Director to develop and maintain a high level of customer service.

#### IT and Business Continuity

1. To work with our external IT support team to ensure software and hardware, including internet and phone systems, are fit for purpose, up-grading and improving where required.
2. To work with the Senior Management Team on business continuity plans in the event of fire, flood, terrorist attacks (this list is not exhaustive) both to the building and to its IT and online systems.

## Financial and HR Management

1. In addition to meeting the financial targets for venue hire, the Business Development & Operations Director is responsible for the CSH and Administration budgets.
2. To effectively manage an overall staff team of 15 (delegated authority to Venue Operations Manager for box office & reception administrator and front of house team of duty managers and event assistants).
3. To work with our external HR support company, HR2Help, to ensure all employment and related policies and procedures are up-to-date and fit for purpose.

## Other

1. Developing the organisation's business plans and other plans and policies as required as a member of the Senior Management Team.
2. To ensure equality, diversity and inclusion are at the centre of every action and decision.
3. Representing and advocating externally for EFDSS as required.
4. Other duties as deemed appropriate by the Chief Executive.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed by the post holder and line manager as required.

## PERSON SPECIFICATION

### Essential

- Strong and demonstrable experience of developing income opportunities from venue hire and associated activities, with ability to attain financial targets.
- Strong and demonstrable experience of managing a cultural building and therefore a strong knowledge of health and safety, customer service etc...
- Experience of delivering capital projects at a small to medium level – project and budget management.
- Experience of leading, managing and developing a staff team.
- Experience of developing and implementing equality, diversity and inclusion policies and procedures
- Ability to use software packages primarily Word and Excel.

### Desirable

- IT – understanding of software systems
- Experience of using databases and events management software (eg Artifax)

### Attributes

- Self-starter and motivator
- Team player and team leader
- Strong communicator – verbal, written
- Initiative and attention to detail

## CONDITIONS OF EMPLOYMENT

<b>Salary:</b>	£30,800-£32,960 per annum
<b>Hours:</b>	28 hours (4 days) per week, excluding lunch breaks, Monday to Friday, 9.30am – 5.30pm, with flexibility required to work occasional weekends and evenings. Overtime is not paid but Time Off In Lieu (TOIL) is given.
<b>Holidays:</b>	20 days per annum plus statutory public and bank holidays.
<b>Probation:</b>	The post carries a 6-month probationary period.
<b>Term:</b>	Permanent
<b>Pension:</b>	EFDSS runs an employer / employee contributory pension scheme.

**Flexible working:** EFDSS is committed to promoting flexible working to facilitate effective and efficient working and enable employees to achieve a better home / work life balance. All employees can apply for flexible hours and home working – where appropriate for the role. All applications are carefully considered.

**Other benefits:** Interest-free season ticket loan, cycle to work scheme, childcare voucher scheme, discount on meals and drinks in the CSH café, complimentary tickets to many EFDSS events.

**Positive Action for a Diverse Workforce:**

At the English Folk Dance and Song Society we strive to be an Equal Opportunities employer and to ensure that no person is unfairly discriminated against in our recruitment and selection policies and procedures. We are committed to diversifying our workforce to better represent society and we follow guidance on positive action in recruitment from the Equality and Human Rights Commission and the Equality Act 2010.

- We particularly welcome applicants for this role from ethnic minority backgrounds, and those who are disabled, as these are under-represented in our organisation and the wider folk music workforce.
- All disabled applicants who fulfil the Person Specification and Qualities criteria for this role, will be called for an interview. Please make clear in the cover letter if you consider yourself disabled. (You may find it helpful to refer to this definition [www.gov.uk/definition-of-disability-under-equality-act-2010](http://www.gov.uk/definition-of-disability-under-equality-act-2010).)

**HOW TO APPLY**

Applicants should complete the EFDSS application form downloadable from [efdss.org/about-us/work-for-us/vacancies](http://efdss.org/about-us/work-for-us/vacancies). CVs will **not** be accepted.

Completed applications should be emailed to [recruitment@efdss.org](mailto:recruitment@efdss.org) quoting 'Business Development & Operations Director' in the subject line. All applicants are requested to complete the online [Equal Opportunities Monitoring Form](#) which is not seen by the selection panel.

Informal conversations regarding this post may be arranged prior to the application closing date. Please contact [katy@efdss.org](mailto:katy@efdss.org) to arrange.

**Closing date for completed applications is Thursday 10 February 2022.** Interviews to be held in the week commencing 21 February 2022 at Cecil Sharp House or on Zoom if necessary.

January 2022