

“A real whammy of
artistic ambition”

★★★★

The Herald

Executive Director

Job Pack / December 2023

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“**The audience of young people shout and holler as if they’re at a rock concert!**”
(British Theatre Guide)

Thank you for your interest in 2Faced Dance Company’s Executive Director role. This pack contains the details of the role, (32 hours/week) alongside some contextual information about the company. To find out more, please visit our website, give us a call or pop in and say hello at our studios in central Hereford.

This appointment will play a key role in shaping our future success, and we are seeking an experienced, ambitious and strategic individual with a sense of adventure. Someone who can develop and build relationships with our local communities, funders and artists. Someone who understands the big picture and who loves fundraising and strategy and joining in with the company’s social activities.

This is a new role and suited to an experienced person who wants to make a difference at a critical time in the company’s history, as we turn 25. We are not looking for someone to temporarily plug the gap but for an Executive Director who wants to make their mark, set the strategic direction of the company alongside our Artistic Director/CEO and help secure the company’s financial future.

2Faced Dance has a diverse and engaged board of Trustees who work with the company to strengthen our position as a leader in the field of contemporary dance. We have an excellent reputation locally, nationally and internationally for the productions we create and the work we do that challenges inequality. With this in mind, we welcome applications from people that remain underrepresented in our sector or who have a lived experience of growing up and/or living or in a rural community, that was/is culturally underserved.

We are a small but mighty company who care deeply about our community, employees and rural landscape and seek to nourish and support our team in their everyday activities and future careers. We work collaboratively and enjoy creating, delivering and presenting distinctive programmes.

Once you have read through the pack, please feel free to get in touch with our Recruitment Advisor Theresa Beattie for an informal and confidential conversation about the role, and to ask any questions you may have. Email: Theresa.beattie@gmail.com

We look forward to learning more about you.



Tamsin Fitzgerald & Alex Green
Artistic Director/CEO & Chair of Trustees

A new chapter



2Faced Dance was built on the desire to offer opportunities to young people, who are economically, culturally and geographically disadvantaged. A belief that dance transforms lives, creates a culture of shared experience and provides an environment in which 'potential' and 'difference' are celebrated. The first project that the company delivered was with a boys' basketball group from a local secondary school. A passion and a thirst for moving and moving together led to the first ever programme of classes and performances for young men in Hereford. A time in which ballet shoes were placed in snooker cases to disguise attendance.

This idea to bring something extraordinary, fresh and different to Herefordshire has led to a phenomenal history that has seen the company grow from a singular youth dance group to one of the UK's leading contemporary dance companies. 2Faced Dance is a hugely successful story of community, cultural development, and ambition. For a long period Hereford was home to the largest number of male dancers undertaking conservatoire training. We are a busy company, touring the world, but always remembering our roots. A company with a reputation for being humble, people centred, innovative and brilliant.

As we approach our 25th birthday, we find ourselves facing new challenges. With the loss of regular funding (NPO) from Arts Council England, we have had to navigate our most challenging year to date. Despite this we are still here, and ready to write the next chapter as a cohesive and collaborative company of exceptional individuals, with a shared ethos.

We will be as pioneering in this new chapter as we were in 1999. We will continue to push boundaries, striving to ensure that young people don't have to travel 3 hours to access contemporary dance provision. We will continue to expand perceptions of who dances and where you can dance, and we will keep providing support for artists who lack a voice in our sector. We will continue to provide exceptional opportunities for and with our communities, through creating and commissioning new types of work and connecting with a wide range of people, organisations and places. All whilst taking giant leaps into new and unknown realms.

We have moved quickly to reshape our business model to operate as a project funded company, with our highly skilled, full-time artists continuing to work across Herefordshire and its communities. We recently secured a £100k ACE project grant to create a new dance work for children, with a focus on environmentalism and the destruction of our rivers. We have healthy reserves and have raised 15% towards our 2024/25 fundraising target of £200k.

Following a review of our current and future programmes, we've identified what is most important to our community and the people we work with, aligning with our values. With the support of our trustees, we have created an outline business plan to facilitate this transition. A priority for the Executive Director will be to write the full plan with the Artistic Director/CEO and with input from the board. To support this, we are implementing a new fundraising strategy incorporating core costs with a balanced portfolio of project and multi-year funding.

Company Highlights 2024-5

- Touring three outdoor dance works Lungs of Our City, Last Orders and Where All Paths Lead to festivals across the UK
- Creating a new environmental children's work for green spaces, schools and villages based on the destruction of the River Wye, co - created with children aged 6-11 years
- Re-staging of a triple bill of previous works created by our AD suitable for touring to mid-scale venues nationally and internationally
- Curating a new programme of evening events, workshops and lectures at our studios for artists and the community of Herefordshire
- Offering a weekly community dance programme for those aged 4+ and our youth company programme aimed at those aged 11-18 who are interested in pursuing dance and the arts as a career

The Company

The Board

Led by Chair Alex Green, 2FD has a diverse and dedicated Board of Trustees: Elaine Knight, Julia Glawe, Julie Cleves, Nick Jones, Jason Boyle and Alison Thomas.

2FD follows a robust suite of policies and the entire staff and trustee team receive regular training and development opportunities including EDIR, Mental Health First Aid, First Aid, Safeguarding and CPD.

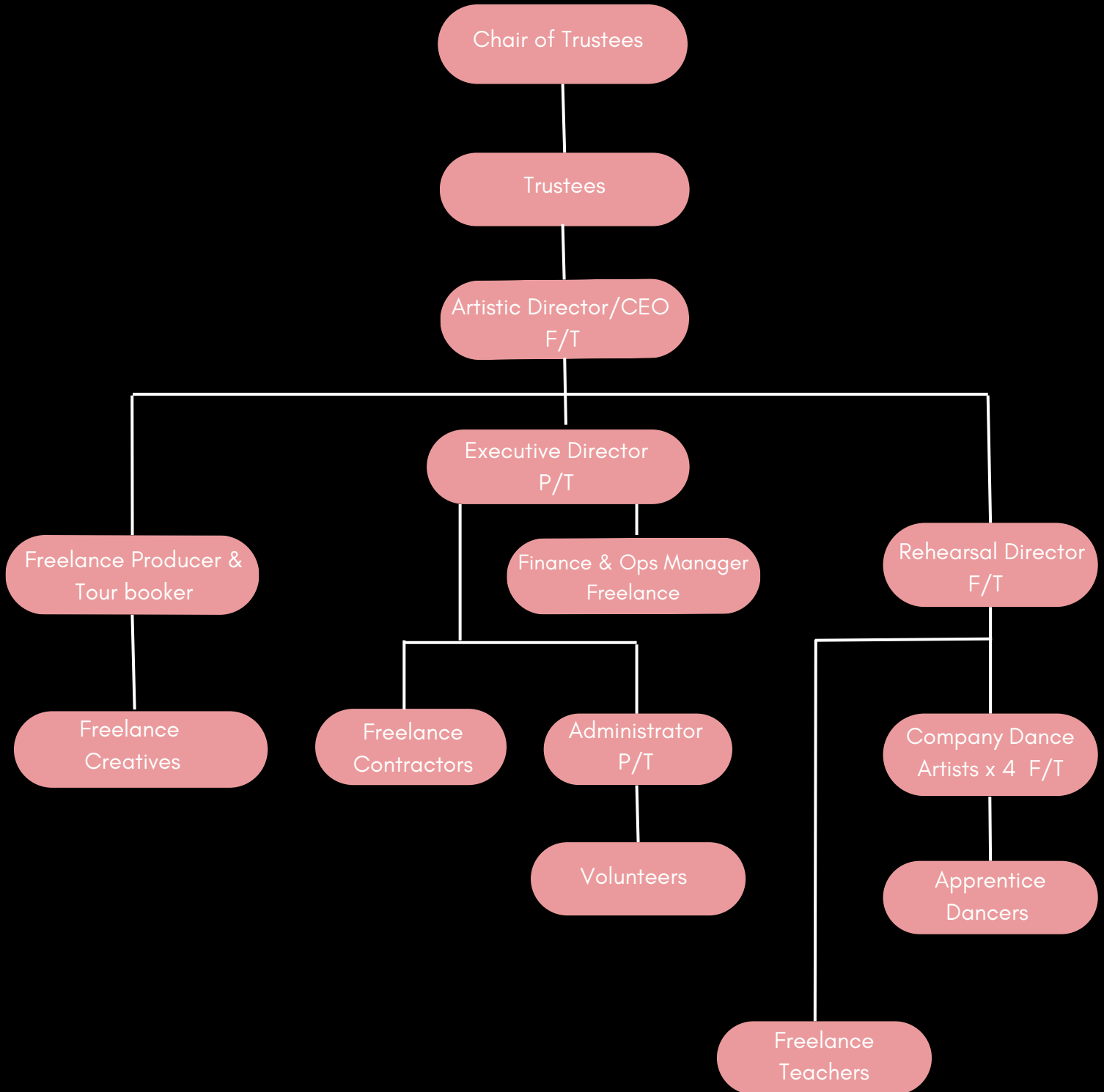
Permanent Staff Team

2FD is led by our F/T Artistic Director Tamsin Fitzgerald and she is joined by F/T Rehearsal Director & Dance Artist Sam Buswell and F/T Dance Artists: Charlie Hogan, John Robinson and Lew Baker and are supported by P/T Administrator Helen Mallet.

Freelancers and collaborators

Include Lynn Clark, Finance & Operations Manager (2 days/wk); Emily Crouch, Producer; Dave Beever Production Manager; and Pocket Rocket Marketing.

Organisation Structure



“ A unique way of working that put us all at ease. We felt valued and respected ”
Artist

Our Vision

2Faced Dance Company's portfolio includes live theatre performances, outdoor shows, immersive experiences and film. We tour nationally and internationally and develop strong and unique partnerships around the world, shaping communities and artists, on and off the stage.

We are committed to putting people at the core of everything we do. From work embedded in our local community to our national participation programmes for schools, through to developing the next generation of dancers and cultural leaders via our Artist Development programmes.

We identify key areas where change is needed in our sector and develop strategic programmes to enable a sea change through greater access to opportunities and a more equitable landscape.

We are committed to creating, curating and touring physical works that are bold, honest and down to earth. Putting individuality at the forefront of our work, and people at its heart.

“**Urgent, searing dance theatre that stays with you long after the performance ends**
Broadway World UK”

Photo by Sam Amos

Our Values

- We will celebrate diversity and access to opportunity in all its forms
- Our work will champion climate justice across our cultural community
- Our programmes will encompass many perspectives and voices
- Our programmes will be imaginative, creative and exceptional in quality

**“ 2FD studios are my safe space.
Where I feel free to express myself, without judgment ”**
Student



Photo by Finn Beales

About Hereford



Hereford is an ancient, yet vibrant city set within some of the most stunning and unspoilt countryside in England, and its unique appeal is attracting positive population growth. Underpinning the city's appeal are the lower than national average housing costs, low unemployment and crime rates, the superb schools and colleges, a new university NMITE and the vast and beautiful landscapes across the county. Hereford has a population of just over 192,000 and a median age of 43.

Transport

Hereford is approximately 1hr 30 minutes by train or car from Bristol, Birmingham and Cardiff and about an hour from Shrewsbury, Cheltenham, Worcester and Gloucester. It is also commutable to many towns and cities in Wales including Newport and Monmouth.

Life in Hereford

From lively markets to cultural sights, Hereford is brimming with charm and character. Walk along the banks of the River Wye, taking in the scenic settings. Or visit Wye Valley, which is an Area of Outstanding Natural Beauty and perfect for walking and cycling. Festivals in Herefordshire include Three Choirs, Hay Festival, Nozstock and the Indie Food Festival. Cultural organisations include Rural Media, The Courtyard Theatre, Cinema and Gallery, Ledbury Poetry Festival, Open Sky, Feral Theatre and Powerhouse. If you love food, enjoy pub culture, long walks in the countryside and see a blank landscape as an opportunity, then Hereford may be for you.

“**In the distance masked wheelchair users spin by – “the wolves are running!” comes a cry – their eyes like green torchlights through the dark. In the middle of Hereford.**”

★ ★ ★ ★ The Guardian on 2FD's Box of Delights

Role Overview

Job Title: Executive Director

Responsible to: Artistic Director/CEO

Line management responsibilities: Finance & Operations Manager, Administrator and Freelance Contractors

Terms: 32 hours per week (40hrs FTE). Permanent

Salary: £40,000 - £45,000 FTE per annum (pro rata £32,000- £36,000 depending on experience)

Office Base: Centre for Movement, Gaol Street, Hereford. HR1 2HU

Hours of work: This is a part-time (32 hrs), employment contract. Usual Company hours are worked between 9.00 - 17.30 Monday - Friday. The role may require working away from home, the office or outside of these hours on occasion.

We find working together as a team in person enjoyable and productive, and we also support flexible and hybrid working. The Executive Director will be expected to work from the company's base in Hereford three days a week or equivalent. We are happy to discuss hybrid solutions to enable staff to balance other responsibilities with their working lives. How this might work can be discussed at interview.

TOIL will be accrued for work outside normal hours.

Probationary period: Six months

Start date: To be mutually agreed, ideally as soon as possible. A contribution towards relocation costs will be provided if moving to Herefordshire.

Benefits:

- Holidays: 22.4 days per year including Bank Holidays (this is the equivalent of 28 days per year FTE). Additional holiday awarded annually in line with length of service
- Company Sick Pay Scheme
- Membership of BUPA Cash Health Plan
- Complimentary tickets for 2Faced Dance Company shows, events and classes subject to availability and policy
- Training agreed with Line Manager
- Auto enrolment into workplace pension scheme through NEST.



Job Description

The Executive Director works to the Artistic Director/CEO and with her, has responsibility for delivering 2Faced Dance Company's three-year business plan and strategic vision. The focus of the role is on fundraising and income generation, strategic planning, business development, stakeholder management and financial leadership. We are looking for somebody who shares our commitment to access, including advocacy and best practice.

Candidates must have worked at a senior level and be a strategic thinker, with a proactive approach and brilliant communication skills. As the lead for income generation, diversification and fundraising, the Executive Director is expected to bring greater stability to 2Faced Dance, ensuring the company remains resilient and innovative as it approaches its 25th birthday in autumn 2024. The annual fundraising target is circa £200k and the Executive Director will spend approximately half their time working on this supported by the Artistic Director/CEO, the team and the board.

Main Duties // Leadership and Management

- Working with the AD, lead the strategic focus and delivery of the company
- Be responsible for the day-to-day management of the company and its premises, providing effective leadership to support the team
- Oversee compliance with all statutory and legal requirements, including GDPR
- Oversee the communications and marketing contract and the management of freelance operational and building contractors
- Line-manage the Finance & Operations Manager and Administrator
- Ensure equality, diversity, inclusion and relevance remain at the heart of the company
- Oversee the recruitment, induction, management, training and support of staff
- Progress the company's aim to embed robust environmental sustainability practice

Main Duties // Fundraising and Income Generation

- Lead, develop and implement the income generation and fundraising strategy, working with the Artistic Director/CEO
- Report on performance against fundraising and income generation targets
- Research, develop and write funding applications and proposals with input from the Artistic Director/CEO, to ensure financial targets are met
- Develop the company's relationship with its donors and stakeholders, organising events and meetings where required
- Ensure relationships with funders are successfully maintained, developed and stewarded

Main Duties // Strategy and Business Development

- Work closely with the Artistic Director/CEO on the planning, development, delivery, monitoring and reporting of the company's three year business plan
- Seek and develop new business opportunities including commercial, educational, and digital activity, commissions, use of the building, and leveraging the skills of team members, to maximise income generation
- Work closely with the Artistic Director/CEO and Finance & Operations Manager to set and manage annual budgets. Oversee compliance with legal and regulatory financial requirements and scrutinise financial viability in line with fundraising efforts
- Work closely with the Artistic Director/CEO to develop the company's programme of activity, proposing ideas and developing new opportunities
- Develop new partnerships for proposed activity, including commissioning, programming, distribution and funding across arts, non-arts, training and academic sectors
- Build and maintain relationships with partners locally, nationally and internationally
- Oversee and support the evaluation of programmes, ensuring impact and benefits are communicated to stakeholders, funders and audiences
- Develop the company's learning strategy in order to maximise income generation
- Attend board meetings, acting as Company Secretary and work with the board to maximise the impact of their expertise and to support trustee recruitment and induction.



Person Specification

Essential Experience

- Demonstrable experience of senior arts management or equivalent in another sector
- Experience of financial management and ensuring the delivery of financial targets
- Experience in developing fundraising strategies and demonstrable track record of generating income from a range of sources
- Experience of developing business plans and strategies
- Experience of working collaboratively as part of a senior leadership team
- Experience in managing organisational change and supporting staff teams
- Experience of developing effective and rewarding partnerships and maintaining existing partnerships
- Experience of evaluation and of measuring and monitoring impact to inform future developments

Knowledge and Skills

- Strong leadership and interpersonal skills to deal effectively with internal and external relationships, including excellent people management and motivational skills
- Knowledge of HR procedures, policy development and strong line management and motivational skills
- A flexible strategic thinker with clear vision that allows for organisational development
- An entrepreneurial approach and track record of income generation
- Strong influencing skills and the ability to represent the company to stakeholders
- Excellent attention to detail; can demonstrate logical and methodical approach alongside imaginative thinking
- Excellent organisational skills and the ability to work as a self-starter as a key member of a small team
- Current knowledge of and commitment to, equality, inclusion and diversity to improve access to the arts
- A genuine interest in and enthusiasm for 2Faced Dance and its objectives

Desirable Experience and Skills

- Experience of the subsidised or charitable not-for-profit sector
- Understanding of the dance sector
- Experience of working alongside an Artistic Director
- Experience of working with a board of voluntary trustees
- Strong arts networks across the UK and Internationally
- An understanding of environmental sustainability within the cultural sector
- An understanding of the challenges faced by those living and working in rural communities

Recruitment Process



If you would like an informal and confidential conversation about the role, please contact our Recruitment Advisor Theresa Beattie Theresa.beattie@gmail.com. For general enquiries about the role, or if you require reasonable adjustments or would like the pack in an alternative format, please contact Helen Mallett on admin@2faceddance.co.uk

Closing date: Monday 15 January 2024 at 12 noon. Applications will be acknowledged by email on receipt. We will inform candidates invited to interview by Friday 19 January.

First Interviews: Friday 26 January 2024 at the Centre for Movement, Hereford. Interview questions will be sent in advance and the interview panel will be a small group including Trustees and an external representative.

Second Interviews: Wednesday 7 February 2024 at the Centre for Movement, Hereford. Reasonable travel expenses will be reimbursed for interviews.

How to Apply

1. Please provide a statement – either up to 3 sides of A4 at 12pt, or a voice recorded version of this document, or a video that is a maximum of six minutes. Please include a We Transfer link when sending a digital file.
2. Your CV
3. Contact details for 2 referees (including their email)
4. A completed 2FD Equal Opportunities monitoring form. This anonymous form can be found on our website [here](#)

Your statement should outline why you would like to work with 2Faced Dance Company, the skills and experience you would bring to the role with reference to the person specification, and what difference you might make to the company at this particular moment.

Please **email** your application with the subject line **ED Role** followed by **your name** to admin@2faceddance.co.uk

Thank you for your interest in 2Faced Dance and we look forward to hearing from you.

Find us



www.2faceddance.co.uk

Our work is supported by



Funded by
UK Government



Herefordshire
Council

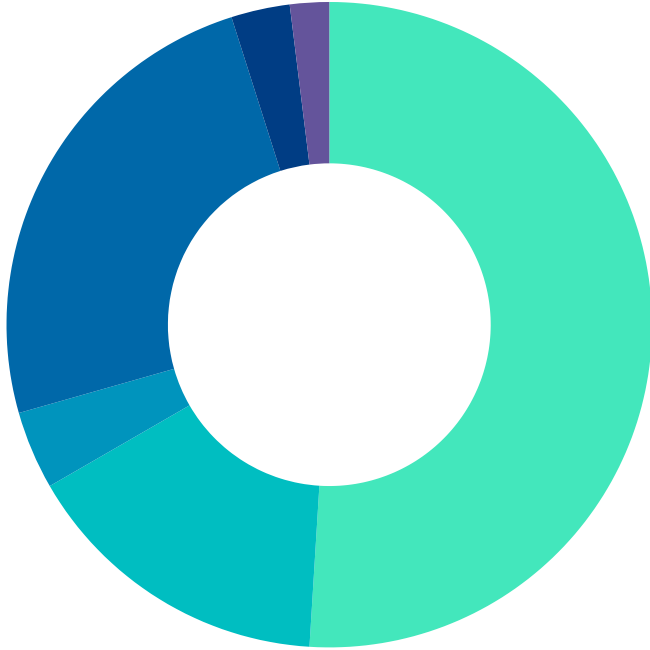
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UP



Photo by Luke Evans

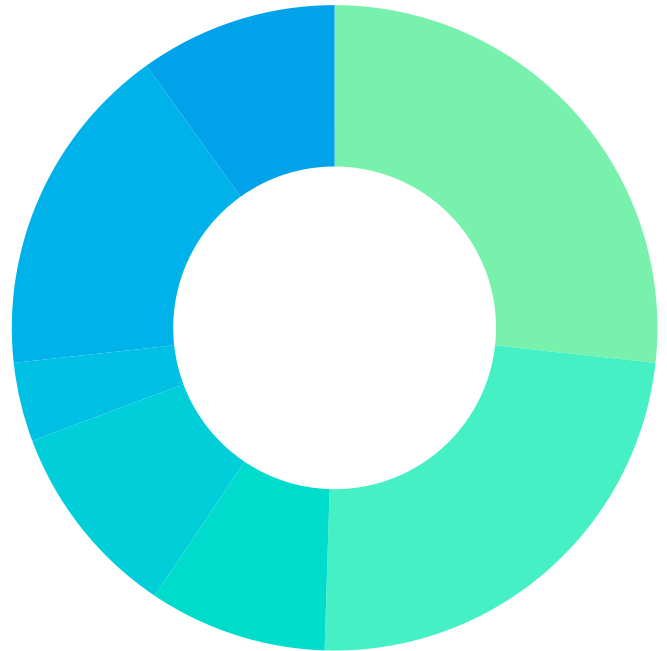
INCOME 2022-23

- ACE - NPO
- ACE - Capital
- Donations & Fundraising
- Earned Income
- Grants/T&F
- Other/TTR/Interest



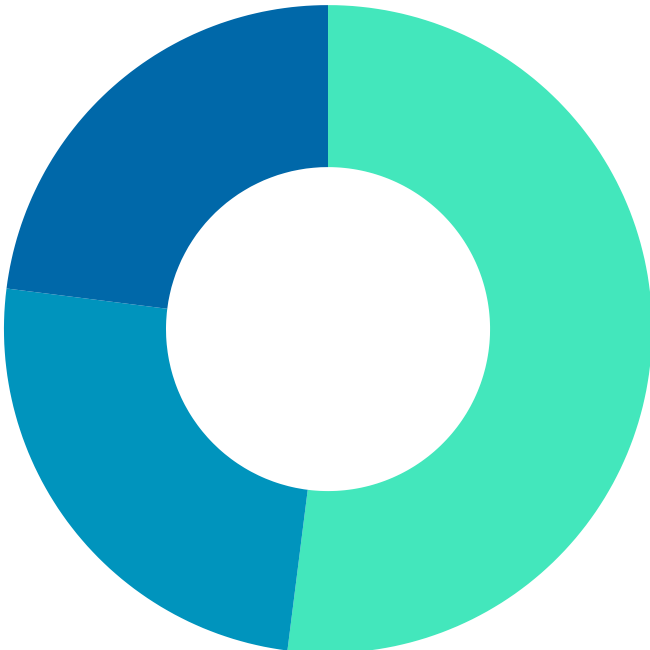
INCOME 2023-2024 (PROJECTED)

- ACE Transition
- ACE NLPG
- ACE Capital
- Grants/T&F
- Donations/Fundraising
- Earned Income
- Other/TTR/Interest



EXPENDITURE 2022-23

- Activities
- Fundraising
- Staffing
- Overheads



EXPENDITURE 2023-2024 (PROJECTED)

- Activities
- Fundraising
- Staffing
- Overheads



As a touring company we alternate creating new work(s) one year and touring the next, this is reflected in higher earned income in touring years. Our full time Company Dance Artists are included in Staff Costs.

We currently have a healthy reserves position that includes designated funds of 3 month running costs to wind up the company alongside a healthy level of assets, free & restricted reserves.