

Job Description

Title:	Head of Public Programmes
Line Managed by:	CEO
Overall responsibility:	Lead the strategic and operational delivery of the National Centre's public programming, including Recreational Programme, Open Training, marketing, and customer-booking processes, to enhance public engagement and revenue.
Reports:	Recreational Programme Manager, Marketing Manager, Systems & Memberships Manager, Circus Arts Teachers, Support Workers, and Programme & Facilities Coordinators - a shared resource across multiple programmes and managers
Hours:	35 hours per week. Occasional evenings and one weekend day per month.
Salary:	£40,000 p.a.
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 embarking 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 Programming will lead the development and delivery of public-facing and professional programmes, ensuring that they are innovative, engaging, and financially viable. This involves strategic oversight of the Recreational Programme, Open Training programme, as well as the organisation's marketing efforts and data and systems provision. The role will also involve close collaboration with other departments to ensure a cohesive and strategic approach to public engagement and commercial opportunities.

RESPONSIBILITIES

Strategic Development

- With the CEO, develop strategies for achieving the annual Recreational Programme and Open Training revenue targets and improve operational efficiency to reduce costs,
- With the CEO, create an effective Marketing and Communications strategy,
- Regularly review current performance against target, manage expenditure, and provide accurate reports on position as required,
- Regularly review programme offerings and pricing structures, benchmarking against industry standards to ensure competitiveness,
- Develop and implement new and refreshed offers and models of delivery for the Recreational Programme – increasing audience engagement and revenue.

Programmes Management

- Lead the development and delivery of public programming, namely the Recreational Programme's courses, workshops, Summer School, and other initiatives,
- Manage the Recreational Programme Manager, ensuring that the Recreational Programme offerings are innovative, engaging, and aligned with the organisation's strategic and financial goals,
- Lead the development and delivery of Open Training, ensuring coordination between the Data & Systems Manager and other teams,
- Set, manage and monitor Recreational Programme, Open Training, and Marketing budgets in liaison with the CEO, and Head of Finance,
- Collaborate with the Management Team (MT) to ensure that the programmes support the organisation's overall strategy and financial objectives

Sales and Marketing

- Manage the Marketing Manager to ensure strategic promotion of all National Centre programmes and activity, including content creation for social media and the website,
- Manage the Data and Systems Manager to ensure the timely and accurate on-sale process for all programmes,
- Manage customer feedback systems, booking policies, and escalated complaints to enhance programme development and ensure participant satisfaction,
- Identify new marketing opportunities to attract diverse participants and drive engagement in the public, outreach, and degree programmes.

Team Leadership

- Directly manage the Recreational Programme Manager, Marketing Manager, and Data & Systems Manager, ensuring alignment with organisational goals,
- Support and mentor the Teachers, and Programme & Facilities Coordinators, fostering a culture of excellence in service delivery,
- Lead recruitment, training, and performance management of the public programming team.

Collaboration and Cross-Departmental Work

- Work with the Head of Learning and Participation, Head of Operations, Senior Sales & Events Manager, and other departments to ensure smooth integration and coordination of all programmes within the available spaces,
- Work closely with Head of Learning & Participation to recruit, develop, and schedule Circus Arts Teachers on Recreational and Learning & Participation programmes,
- Work closely with Head of Learning & Participation to contribute to the scholarship scheme,
- Coordinate with the Operations department to ensure the seamless delivery of programmes, including facilities management and technical support.

Other Responsibilities

- Ensure all programmes adhere to Safeguarding standards and Health & Safety best practices, including reporting, escalation processes, and promoting a culture of safety throughout the organisation,
- With the CEO and COO, contribute to policy and document development across the National Centre, including drafting and reviewing key operational documents such as risk assessments and contractual agreements,
- Take on the role of DSO in Safeguarding and Health & Safety Committee meetings, contributing to continuous improvement in these critical areas,
- 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,
- Undertake any other duties commensurate with the role that may 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.
- A track record of developing a programme to either increase engagement, participants or income.
- A strong knowledge of safeguarding policies and procedures relating to young people and adults at risk.
- Experience of managing teams of people.
- Experience of working in an organisation with a varied public programme and the operational challenges that come with that.

- Experience of creating and/or overseeing marketing and social media campaigns.
- Experience of managing budgets and hitting income targets.
- Experience of using online room booking systems (ideally CELCAT).

Skills

- Excellent planning and organisational skills.
- An ability to think strategically when approaching space planning and income maximisation.
- Strong financial awareness.
- An understanding of audience development, especially in a charitable or arts setting.
- Strong written and verbal communications skills across all media.
- Ability to work with a wide range of customers and stakeholders.
- Ability to work effectively and collaboratively across departments.
- Ability to bring together a multidiscipline team.

Personal attributes

- Interest in the performing arts sector.
- Creative and entrepreneurial spirit.
- Flexible approach to working hours.