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| Science Festival Director |  Candidate Brief  |
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##### **Background**

**History**

Cheltenham Festivals was established in 1945 with the Music and Literature festivals. It has built a prestigious reputation in the arts which has been developed through the establishment of the Jazz Festival in 1999 and the development of year-round educational projects.

Cheltenham Science Festival was established in 2002 with Festival Directors Kathy Sykes and Frank Burnet with Mark Lythgoe taking over in 2009. This was quickly followed by the establishment of Fame Lab which is now an international Science Communications competition supported by British Council in Europe and NASA in the USA. Recently Fame Lab Academy has been established in the local area for schools participants.

The Science Festival is funded by ticket sales as well as a mixture of fundraising support. We work closely with industry partners including our lead sponsor EDF; our media sponsor The Times and also large scale partners such as Siemens, GE, STFC, Warwick University and Winton Capital. We also have a stable income from our support schemes.

The Science Festival Director works with a Chair of the Festival committee and an advisory Board. Our Chair: Professor Russell Foster CBE also sits on the Board of Directors of Cheltenham Festivals. Guest Directors of the Science Festival have included Dara O’ Briain, Dame Wendy Hall, Tanya Byron and Heston Blumenthal over the years with speakers from a spectrum of scientific disciplines including Medical & Health, Technology, Engineering, Quantum Physics, National Sciences and so on.

In 2012 the Science Festival extended to become a 6 day Festival in response to increasing interest from across our audiences. We issue 45,000 tickets to the Festival and organise a vibrant education programme reaching 135 schools and 19,000 schoolchildren.

Cheltenham Festivals is currently developing a 5 year plan which will position the Science Festival as distinctive and internationally significant. This will require a new approach, new partnerships, ambition and focus. The new Science Festival Director will lead the Science Festival team working with the Directors of Development, Marketing and Education as well as the CEO to ensure the continued and even greater success of the Festival.

**Mission**

The mission of Cheltenham Festivals is to promote the arts and sciences. It is dedicated to providing experiences that open minds, transform the way people think, improve knowledge and stimulate creativity.

**Current Activities**

The core purpose of the job is the development of the Science Festival: from concept, business case, planning and programing, visitor experience, financial management, team development and management and delivery of the events. Other elements include:

**FameLab**: An international Science Communications competition

**FameLab Academy**: Science Communication competition aimed at young people between the ages of 16 – 18. This is currently being operated in Gloucestershire and has the potential to be rolled out nationally.

**Education programmes:** To inspire school age children to consider Science and Maths as a career option.

**Science - Music fusion**: Working with colleagues to create and develop a new approach to Science - Music fusion which could be delivered across any Festival or all.

##### **The Role**

Salary: c£45K - £50K per annum depending on experience, plus 5% pension contribution

The Director is responsible for setting the strategy, overseeing the development of the programme and positioning the Festival in the scientific landscape whilst ensuring that it is relevant and exciting for a range of audiences; both adults and children. The Festival itself uses a mixture of workshops, debates, talks, hands on activities, exhibits, digital engagement and educational activities and works with partners across industry and academia.

You will have credibility either through your work in Science communication, public understanding of science or through working in partnership with key deliverers of public engagement of Science. You will have experience of engaging with the public and expanding media reach.

The post holder is a member of the Senior Management Board and will be expected to contribute to the strategic development and positioning of Cheltenham Festivals as a whole.

**Key Responsibilities of the Post:**

* To develop the strategy for the Science Festival and lead the delivery.
* To set and manage the budget for the Science Festival ensuring that the Festival increases its return on investment.
* Develop Cheltenham Science Festival activities to extend the reach and reputation of the brand, positioning the Festival as a leader in science communication.
* To understand customer needs, interests and the zeitgeist and develop the programme to attract a range of audiences by age, by level of interest and by motivation.
* Continually improve the Festival, upholding the scientific integrity and ambition through innovative programming, stretching the boundaries, working in partnership to achieve goals and having a thorough understanding of the ‘market’.
* To develop relationships with key scientific institutions, individuals and bodies to deliver our aims.
* To represent the Festival in key scientific fora, the media and in fundraising.
* To develop the Festival Advisory Group with the Chair and CEO, as well as appointing external Guest Directors.
* To manage and develop the Science Festival team and to work effectively with colleagues in the specialist teams for whom you do not have management responsibility (marketing, fundraising, administration and production).
* To work with colleagues in the strategic development and global expansion of FameLab, working closely with global partners. Ensuring a sustainable competition in the UK, and that quality standards and brand extension is achieved in all countries.
* Work with the Education Director to develop participation and/or deepen engagement with young audiences and those who have barriers to attendance and do not understand the relevance of science.
* Develop a memorable and enjoyable Festival which consistently outstrips expectation

**General management**

* Be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
* Ensure that the Festivals’ environmental, Health and Safety and equality policies are followed
* Ensure that the Festivals’ equal opportunities policies and other policies are followed and actively practiced within their team.
* Participate in Cheltenham Festivals’ agreed performance appraisal system, use and proactively ensure the team use the data systems and management systems in place, currently Tessitura and Artifax.
* Ensure you are up to date in your area of specialism including new developments

This job description is not intended to be exhaustive. The post-holder will be expected to take on responsibilities and tasks as the strategy and Festivals develop (in consultation with the post-holder)

##### **Person Specification**

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| **Criteria** | **Essential** |
| Skills required | * Strong leadership skills
* Ability to build high-performing and motivated teams
* Tech savvy
* Excellent communicator
* Focussed
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| Knowledge | * Knowledge and understanding of science communications
* An understanding of at least one scientific discipline
* An understanding of the landscape and ingredients for public engagement with science
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| Relevant experience | * Understands the media
* Professional experience in either event/exhibition development, marketing/communications, journalism, education or the cultural sector
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| Disposition | * Ability to develop relationships productively
* Ambition for Cheltenham Festivals
* Commitment to excellence
* Enjoys developing ideas and creating new means of delivery
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| Qualifications | * Education to degree level or relevant experience
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##### **How to apply**

To submit an application please send a full CV, to include the names and contact details of two referees, one of which should be your current or most recent employer, plus a personal statement explaining your interest in the post. Please provide evidence of your ability to match the criteria outlined above. Please include your current or most recent salary and indicate when, in the process, we are able to contact your referees.

Applications should be sent to admin@cheltenhamfestivals.com.

**Closing date: Friday April 17th 2015 12 noon**

**First Interviews in Cheltenham: Wednesday April 29th 2015**