

NEW WRITING NORTH

New Writing North – Job Description

Job Information	
Job Title	Senior Programme Manager (Skills & Engagement)
Location	Based at New Writing North's offices in Newcastle upon Tyne, delivering work across the North of Tyne area (Northumberland, Newcastle and North Tyneside)

Position in Organisation	
Reports to	Executive Director (Programme and Impact)
Responsible for	Programme Manager and Programme Assistant
Budget accountability	Budget and reporting responsibility for on-going programmes of work and specific time-limited projects.

Overall purpose of the job
<p>The Senior Programme Manager (Skills & Engagement) will creatively plan and strategically deliver a new creative skills offer for New Writing North (NWN). The role is part of skilled and dynamic Senior Management Team and reports to the Executive Director for Programme and Impact. Leading a team including a Manager and Assistant, the Senior Programme Manager will be responsible for achieving a high-quality creative skills programme which is embedded in and complements New Writing North's wider work with adults and young people.</p> <p>The current skills programme has been designed to include a wide range of activities from training and learning programmes to artist investment and development, small business support for practitioners and the development of online and in-person writing courses. We expect that the postholder will work further to shape and develop the programmes and to develop new resources and partnerships to complement and advance work in this area. The work will be delivered across the North of Tyne area (Northumberland, Newcastle upon Tyne and North Tyneside).</p> <p>You will work in collaboration with external partners and lead strategies for partnership and participant development across the programme working with publishers, education providers, across schools, FE and HE, community and cultural sector partners to build relationships and opportunities and to develop NWN's skills and volunteering strategies.</p>

Tel: 0191 204 8850
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New Writing North is a registered charity in England & Wales number: 1062729. Company limited by guarantee in England & Wales number: 3166037. Registered office: Ellison Terrace, Newcastle upon Tyne, NE1 8ST



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The new skills team is supported by the North of Tyne Combined Authority's Skills for Growth Fund. This important new area of work prepares the groundwork for New Writing North's development of a new Centre for Writing in Newcastle upon Tyne and the post holder will be part of shaping the skills and volunteering strategy for that development.

| <b>Responsibilities and Duties</b> |                                                 |               |
|------------------------------------|-------------------------------------------------|---------------|
| <b>Responsibility</b>              |                                                 | <b>% time</b> |
| 1.                                 | Planning                                        | 15%           |
| 2.                                 | Finance and Resources                           | 15%           |
| 3.                                 | External Partnerships                           | 15%           |
| 4.                                 | Marketing, Recruitment and Audience Development | 20%           |
| 5.                                 | Project and Event Management                    | 20%           |
| 6.                                 | Data and Evaluation                             | 10%           |
| 7.                                 | Safeguarding                                    | 1%            |
| 8.                                 | Line Management                                 | 4%            |

| <b>Duties required form each Responsibility</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |
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| <b>Responsibility #1 – Planning</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| <ul style="list-style-type: none"> <li>• To lead the programme design and commissioning and of the programme in liaison with reporting staff and the wider Senior Management and Executive Team and external partners</li> <li>• To oversee delivery of the programme to timeline and all reporting deadlines and submissions</li> <li>• To ensure the programme plans complement and provide pathways for participants on NWN's other programmes including community, young people and talent development</li> <li>• To ensure that all programmes are high quality and delivered within NWN's quality standards</li> <li>• To ensure that all programme is responsive to the needs of participants and is delivered within NWN's Equality and Diversity principles</li> <li>• To design and deliver programme that is sensitive and responsive to the requirements of funders</li> <li>• To engage with and build positive working relationships with partners, stakeholders, and freelance creative practitioners</li> <li>• To identify opportunities to develop new and/or extend existing programme with partners, stakeholders and the NWN team</li> <li>• To contribute to NWN's programme planning processes</li> <li>• To design systems to monitor and report on activity in line with the needs of funders and to meet all reporting and submission deadlines.</li> </ul> |  |

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## **Responsibility #2 – Finance and Resources**

- To plan and implement a strategy for income generation that ensures the skills programme is embedded within NWN, has potential for growth and sustainability
- To lead and oversee the generation of funding proposals to extend the activity generating ideas for public and private investors and funders
- To report on resource development activity quarterly to Executive Team
- To manage the skills budget in conjunction with Executive Team, complying with internal controls and standards
- Create and monitor the delivery of project budgets on a quarterly basis in liaison with the Senior Finance and Operations Manager
- To sign off all project budgets and to oversee all income and expenditure and management accounting preparation and liaison.

## **Responsibility #3 – External Partnerships**

- To lead on relationships with key partners and stakeholders including FE/HE and publishers
- To source new partnerships with cultural, public, voluntary and private sector organisations that will support the achievement of and extend the programme's vision and aspiration
- To manage all contracts and agreements with individuals and organisations.

## **Responsibility #4 – Marketing, Recruitment and Audience Development**

- To devise and lead the marketing and communications strategies for programme in liaison with the Senior Marketing and Communications Manager and other staff ensuring a plan is in place and that participant recruitment works to plan
- To establish the audience development and recruitment strategies for activities in liaison with the Senior Management Team and partners
- To establish pricing strategies for programme in consultation with the Senior Management and Executive Teams
- To ensure that all marketing activity adheres to NWN's branding guidelines
- To ensure that strategies are in place for promoting our skills programme to people who are currently under-represented in the cultural sector.

## **Responsibility #5 – Project and Event Management**

- To lead the risk assessment of all events in line with NWN's health and safety policy and legislation, reporting any issues to Executive Team
- To ensure contracts are in place for all partners and staff leading activity
- To lead on recruiting freelance staff in liaison with colleagues to run the activity

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- To plan staffing and delivery of events, in liaison with partners and freelancers
- To plan a volunteering programme, developing a framework for managing and training volunteers at New Writing North.

Responsibility #6 – Data and Evaluation

- To work with the Executive Director (Programme and Impact) and Senior Marketing and Communications Manager and partners to plan and design the evaluation of NWN's skills offer overseeing data collection and qualitative monitoring and reporting in line with New Writing North's Data and Impact Strategy.
- Manage the reporting of evaluation internally across the organisation and externally to stakeholders, partners and funders.

Responsibility #7 – Safeguarding

- To ensure that best practice processes are in place across the skills programme in line with NWN policy and in liaison with the Senior Programme Manager (Young People and Communities)
- To ensure that all working on programmes and representing NWN and who are leading work with children, young people and adults at risk of harm are briefed on NWN's policy and procedures
- To undertake training as required.

Responsibility #8 – Line Management

- To line manage the Programme Manager (Skills and Engagement) and Programme Assistant (Skills and Engagement)
- To line manage some freelancers and delegate some management of freelancers to the Programme Manager (Skills and Engagement)
- Ensure that all reporting staff members have agreed annual objectives which are embedded into workplans
- Monitor the progress of achieving the objectives, and the health and wellbeing of reporting staff members on a monthly basis
- Conduct annual appraisals with reporting staff members
- To oversee the management of volunteers.

Page Break

Knowledge, experience and skills required to do the job

Area	Essential (required)	Desirable (optional)
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|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Qualifications   | Real world experience that matches the level of knowledge required for this area of work.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | A degree in a relevant subject.                                                                                                                                                                                                                                                                                                                             |
| Experience       | <p>At least three years in a role with a similar level of responsibility and in delivering a similar style of programme activities and reporting.</p> <p>Budget management experience.</p> <p>Experience of reporting on beneficiaries, project outputs and of managing grants with complex reporting mechanisms.</p> <p>Proven experience of and demonstrative evidence of resource development for skills activity/training.</p> <p>Experience of developing and managing partnerships.</p> <p>Experience of managing multiple priorities and managing the expectations of partners and stakeholders.</p> | <p>Experience of working in the cultural and or training and education sectors.</p> <p>Experience of copywriting and planning marketing strategies especially those aimed at inclusivity and engaging a wide range of people.</p> <p>Experience of delivering programme digitally and the processes required.</p> <p>Experience of line managing staff.</p> |
| Skills/knowledge | <p>Ability to work in a team and independently, contributing to the development of programme.</p> <p>Strong communication skills – written and verbal.</p> <p>Ability to support and motivate others.</p>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                             |

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	<p>Ability to manage competing workloads and strong personal resilience.</p> <p>Strong planning and organisational skills.</p> <p>Confidence with Microsoft Office packages, social media apps and other communication tools.</p>	
Other factors	<p>An interest in contemporary literature and the cultural sector.</p> <p>A good knowledge of the north of England.</p>	<p>A desire to work within a small team of people and to contribute to a wide agenda of work and projects.</p> <p>Willingness to travel to achieve workload objectives.</p> <p>Full driving licence.</p>

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