

EAST
LONDON
DANCE

CREATIVE DIRECTOR & CHIEF EXECUTIVE JOB PACK MAY 2021



East London Youth Dance Company performing at U.Dance, 2020. Photo by Roswitha Cheshier



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

WELCOME FROM MOIRA SINCLAIR, CHAIR

Thank you for your interest in the role of Creative Director & Chief Executive of East London Dance.

This is an exciting time for East London Dance. After 8 years leading the company (and many more working with us), Polly Risbridger is leaving us for a fantastic new role in Hastings. It has been a privilege to watch her grow in this role and to see the company grow in artistic practice and reach under her watch. We will miss her hugely, but her departure does create space for someone equally ambitious, creative and dynamic to take East London Dance into its new home and fourth decade.

In the autumn, we will move into a beautiful old warehouse in Stratford. Alongside our partners, **UD**, this will give us the dedicated space to continue our work in growing the east London dance scene, extending our reach into the communities around us and supporting more artists and young creatives to achieve their full potential.

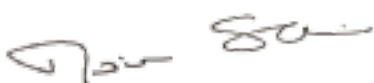
Around us, the world is changing and our work has never been more relevant or needed. Our doors are open to all, connecting creativity to opportunity and creating pathways, particularly where they're lacking or don't currently exist and especially for young people. And by building healthier lives with dance and the training that goes with it, we help develop physical health and mental wellbeing.

The dance scene in east London is hugely exciting, and as the infrastructure grows around us with the arrival of other dance venues and companies, East London Dance continues to champion independent artists and producers ensuring they have access to resources, skills and networks to enable their ideas to come to fruition. The last year has exposed some stark inequalities across our creative communities – we see a world where creative talent is always met with opportunity, no matter where you come from. We are looking for a person who can see the change needed and has ideas about how to respond.

East London Dance has always been a creatively-led company. Our next Creative Director & Chief Executive will be an inspiring leader, have proven creative vision and have facilitated others to achieve amazing productions and wide-ranging engagement programmes. They will have both the appetite and ability to grow their strategic leadership and advocacy role, enabling us to deliver our vision to be a catalyst for creativity.

You'll be supported by a great team including Executive Director, Ben Cooper-Melchiors and Programme Director, Molly Sanders. We know we are looking for a lot, and we are keen to put in the time, resources and effort to support the right person to transition into this role. We hope the right candidate/s will find their home with us.

I look forward to receiving your application.





A QUICK SNAPSHOT

As East London Dance starts its next pioneering chapter from a new home at the Talent House, the Trustees are seeking to appoint a new Creative Director & Chief Executive

Job Overview:

Role:	Creative Director & Chief Executive
Salary:	£45,000 - £50,000
Working hours:	37.5 hours per week
Annual leave:	25 days plus statutory holidays
Reports to:	Board of Trustees

Proposals for job-sharing, flexi-working and part-remote working are welcome and considered openly.

East London Dance is based in Newham where 72% of the population is of ethnically diverse heritage. We work in the arts and cultural sector, where ethnic diversity is also under-represented in senior leadership roles. Because we are committed to building an inclusive workforce and society, we welcome applications from all areas of our community, and in particular from applicants of ethnically diverse heritage.

How to Apply:

Please send a CV (with 2 referees) and covering letter stating why you want the role and how your experience is relevant (no more than 2 pages of A4) to:

recruitment@eastlondondance.org

If applying as a job share, please include both CVs and set out how you propose the job share will work

Please also complete and submit an online anonymous Equal Opportunities Form [here](#)

Closing date for applications:	Monday 21 June 2021, 12noon
Interviews:	Friday 9 July 2021
Second interviews (if shortlisted):	Thursday 15 July 2021

We will reimburse travel costs for all applicants invited to interview.

More information can be found on the final page.



WE ARE EAST LONDON DANCE

East London Dance is here to champion and grow the east London dance scene.

We are here for everyone with an interest in expressing themselves through dance - from those with a simple passion for movement, to the creative leaders who go on to form professional dance companies.

We are a catalyst for creativity, for dance creators and producers, and for their careers. We build wide-ranging creative communities by investing in east London's dance artists and their cultural and creative influences, as well as curating bespoke opportunities for expression and performance in a raft of dance styles including hip hop, contemporary and South Asian.

From the contemporary themes we explore through dance, to the boundary-breaking projects we champion and produce, to the unexpected spaces in which we present shows, we trust in the ambition of others and place the artists and participants we work with at the centre of our decision making. It's how we give light to the issues that matter and drive the social impact we all desire.

As a connector between communities and the cultural sector, we collaborate locally, nationally and internationally; bring world renowned artists to mentor and inspire creatives; and embed role models within local communities, sharing valuable, confidence-building life skills.

Our doors are open to all, connecting creativity to opportunity and creating pathways, particularly where they're lacking or don't currently exist. And by building healthier lives with dance and the training that goes with it, we help develop physical health and mental wellbeing.

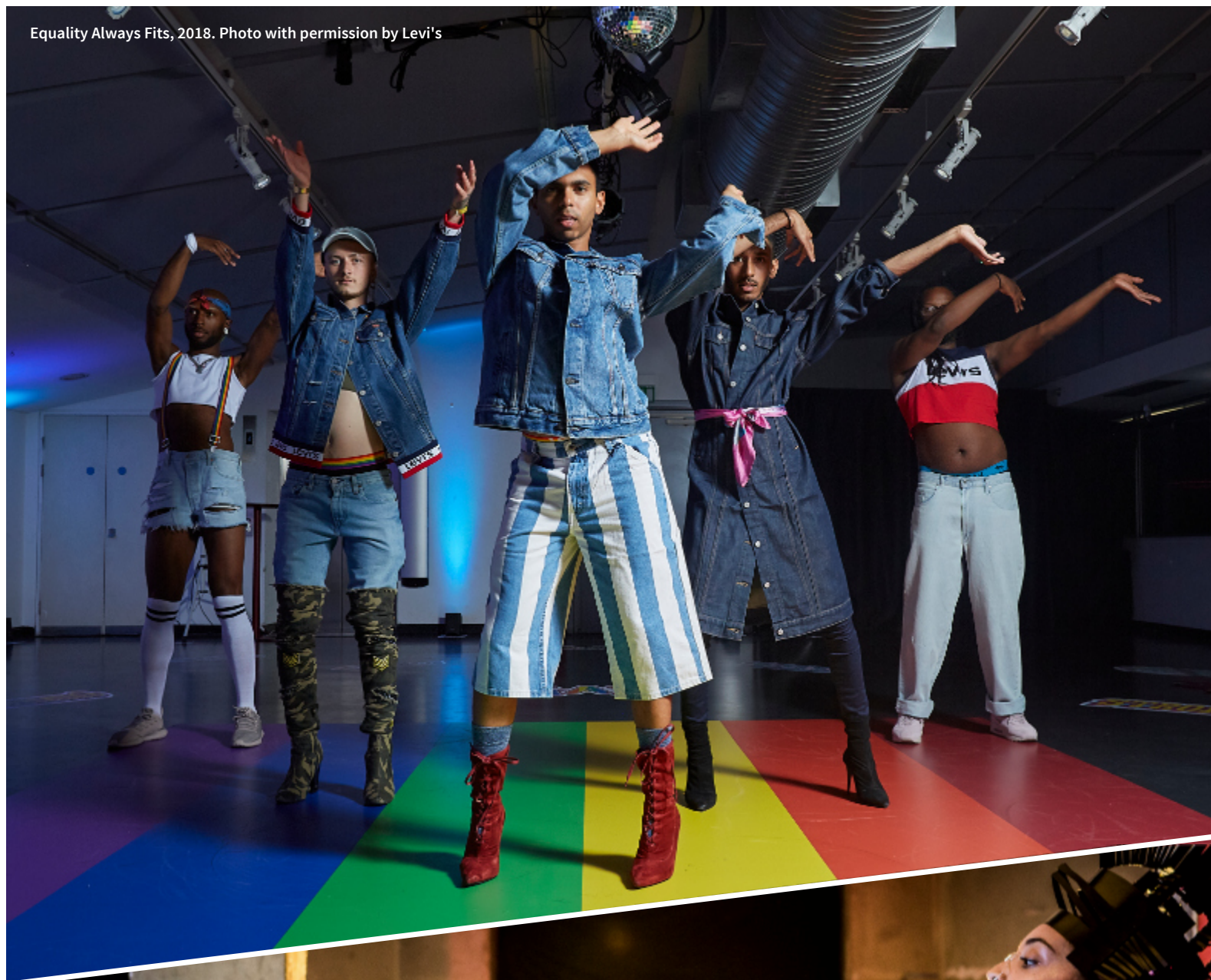
In autumn 2021, we are moving into our own building alongside music partner, [**UD**](#). This will be a pioneering dance and music hub for artists, young people, local residents and the wider arts sector, located at Sugar House Island in Stratford.

“We believe that creative leaders are essential to developing stronger local communities.”

THE NUMBERS

- We reach audiences of over 54,000 each year
- We mentor over 70 artists and producers every year
- Over 2,400 people participate in our activity each year
- 60% of our audiences and beneficiaries are people who are least likely to engage in the arts

Equality Always Fits, 2018. Photo with permission by Levi's



IDENTITY, 2018. Photo by Victor Frankowski

OUR WORK

We have three core strands of work:

- **Participation** – offering excellent dance experiences for our local communities to provide enjoyment, increase learning, improve health and well-being, build confidence and resilience, and provide clear pathways for progression into employment and/or training.
- **Artist Support** – providing artistic and business support to artists and producers enabling them to explore, create and present new work and develop sustainable careers.
- **Performances and Events** - commissioning, co-producing and presenting outstanding dance performance that showcases the next generation of creative talent; supports creatives to inspire and attract new audiences; challenges traditional conventions about how dance is staged; embraces collaborations across art-forms; and profiles digital innovation.

Underpinning all of this is a commitment to co-creation – giving programming and decision making power to young people and artists.

OUR BEHAVIOURS

We lead

We're here to grow the east London dance scene—that means we push boundaries and make bold choices.

We represent

We stand for real culture, authentic expression, and true representation of the diverse voices of east London.

We stand together

Like friends and family, we've got each other's backs. We embed positive role models in the communities we serve.

We pioneer

We create performances and events that challenge conventions and explore brave themes.

We welcome

We are accessible to everyone in the community who is passionate about dance. On or off the stage, we can support your growth.



THE FUTURE

This is an exciting time of organisation change at East London Dance as we prepare to move into our own building for the first time in our 30-year history, finally giving us and our communities a home for dance in east London. Together with music organisation UD, we are creating The Talent House. With state of the art studios and workspaces, a refurbished heritage building will become a vibrant new creative hub at the heart of Vastint UK's new Sugar House Island development in Stratford. We will be moving in autumn 2021 ready to launch a new programme from January 2022.

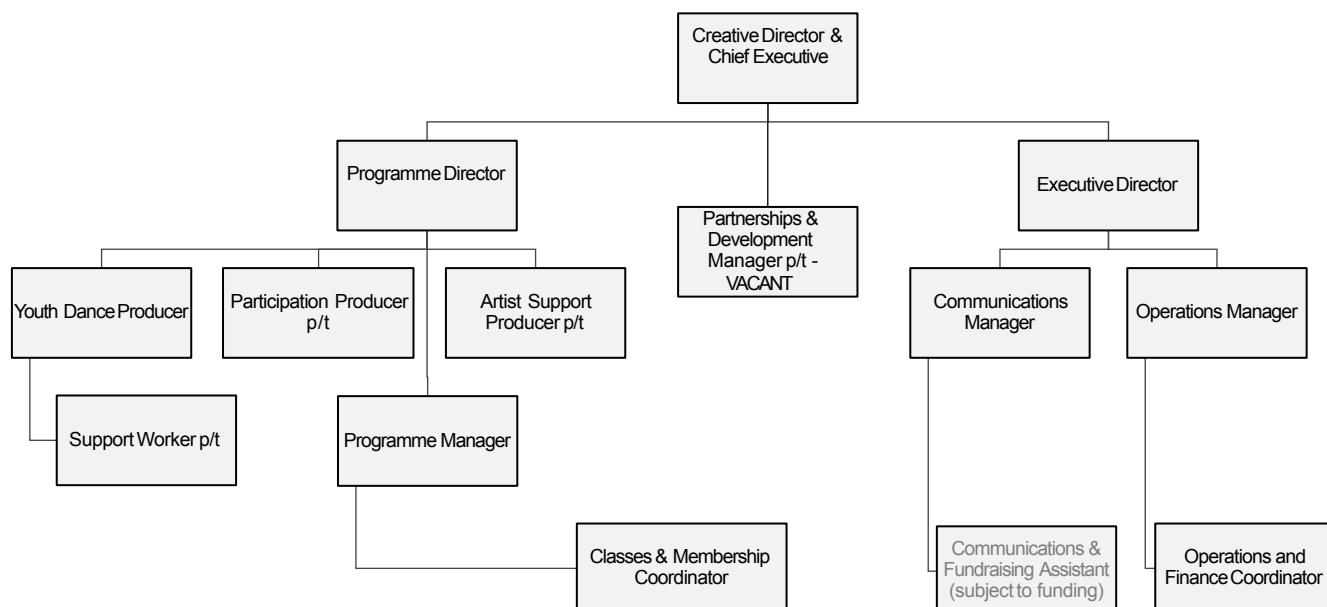
3 Sugar House Lane will be an authentic and aspirational space to unlock the potential of the next generation of dancers, choreographers, musicians, composers and producers. It will be an incubation hub and creation space with strong industry links for innovation in the creative industries, launching new projects, products and careers. It will be a place of collaboration, encouraging the cross-fertilisation of talent and ideas between both organisations and the people that use the building.

FUNDING

East London Dance is part of Arts Council England's National Portfolio of organisations and currently also has multi-year funding from The Prudence Trust, Esmée Fairbairn Foundation and Greater London Authority Young Londoners. We secure additional funding through a number of partnerships and projects, as well as through earned income, donations and corporate partnerships. Our turnover for 2019-20 (excluding capital) was approximately £590,000 and this is set to grow by 30-35% over the next three years as we develop our business model in the new building.

STRUCTURE

We have a strong and experienced staff team in place, with opportunity to further develop the team over the coming year.



We also have a range of longstanding freelancers including a PR Consultant, IT Consultant, and Book-keeper.

East London Dance is a registered charity; a company limited by guarantee and is governed by a Board, chaired by Moira Sinclair (CEO, Paul Hamlyn Foundation) with 8 other active trustees.

PARTNERS

Partnership working is key to East London Dance's artistic and strategic development. Our partners include local, regional and national cultural organisations, partners from the education, health and sports sectors, and local authorities.

We have three principal partnerships: UD (Talent House Partner), University of East London (Principal University Partner) and Sadler's Wells (Strategic Partner).

Other examples include Dance Cluster East with Sadler's Wells, English National Ballet, Studio Wayne McGregor, and Boy Blue; and East Bank partners including London College of Fashion and BBC Music.

Leap of Faith, Elixir Festival, 2019. Photo by Ellie Kurttz



Myself UK Celebration - DECADE, 2019. Photo by Foteini Christofilopoulou

TERMS OF EMPLOYMENT

Salary:	£45,000 - £50,000
Hours of work:	37.5 hours per week. Some evening and weekend work will be required
Period of notice:	Three months
Responsible to:	Board of Trustees
Responsible for:	Programme Director, Executive Director, Partnerships & Development Manager, freelance consultants
Annual leave entitlement:	25 days per annum, plus statutory holidays
Office base:	3 Sugar House Lane, Stratford, London, E15 2QS (option for part remote working)
Expenses:	Travel during the course of business will be reimbursed and mileage paid in line with East London Dance's expenses policy
Benefits:	Pension scheme, (on completion of probation) ticket budget to see work, staff season ticket loan, cycle to work scheme, tech scheme
Overtime:	Overtime payments are not made. Time off in lieu (TOIL) is provided in line with East London Dance's TOIL policy.
Key relationships (external):	Funders, Local Authorities across east London, other regional & strategic bodies, our strategic & programme partners, venues, donors, sponsors, artists and creatives, participants



JOB DESCRIPTION

Purpose of the Post:

- To lead East London Dance (ELD) to maintain and develop its pioneering role in championing and growing east London's dance scene
- To set the organisation vision and work with the Executive Team and Board to set a strategic plan to deliver creative, financial and operational ambitions
- To develop and implement strategies which support East London Dance's sustainability, connectivity and relevance to audiences, participants and artists

Key Responsibilities:

Creative Leadership

- Provide creative leadership across all of ELD's participation, artist support and performance programmes, working with the Programme Director to ensure ELD maintains and develops its role as an incubator, curator and presenter of innovative and relevant dance experiences.
- Embed consultation and co-creation across the organisation ensuring that artists and young people's voices are at the heart of decision making.
- Collaborate with Talent House partner, UD, to position 3 Sugar House Lane as a leading incubation and creative space for young people and artists from across the capital.
- Maintain and develop the necessary partnerships to create imaginative and inclusive programmes that nurture and promote the quality and diversity of dance activity in east London and beyond.
- Keep up-to-date knowledge of developments in the dance and wider cultural sector for the benefit of ELD's strategy, business planning and programme of activities.
- Ensure that evaluation is embedded in all aspects of ELD's work and informs development of future policy and programme planning.

Strategic Leadership

- Shape the organisation's strategic and business planning ensuring ELD achieves its vision, mission and objectives.
- In partnership with the Executive Director, ensure the business plan is setup and monitored in line with Arts Council England's National Portfolio Organisation agreement.
- Develop the Talent House's place-making role at Sugar House Island, working closely with the developer, local authority and key stakeholders, to ensure connectivity with the wider communities and creative sector in east London.
- Work with the Executive Director and Operations Manager to ensure the Talent House is maintained, accessible and maximised for use by artists, young people and local residents.

- Play an active role in strategic local, national and international networks.
- Take responsibility for risk analysis and mitigation planning, alongside the Executive Team.
- Embed principles and actions for environmental sustainability across the organisation.

Management

- Lead the staff team providing support, vision and inspiring confidence.
- Be responsible for line-management and professional development of the Executive Director, Programme Director and Partnerships and Development Manager, and other staff as required.

Equal Opportunities

- Ensure ELD's operation and programmes are governed by a holistic dedication to equal access.
- Ensure that ELD has all necessary policies and action plans in place to promote equality of access.

Governance, Legal and Statutory

- Work closely with the Board, and supply relevant data and information, to ensure the Board can fulfil its role and responsibilities.
- Work closely with the Board to present proposals and recommendations to maintain and develop the high quality of ELD's operational and strategic plans.
- Work with the Executive Director to ensure that ELD has all necessary policies in place to operate and comply with organisational, legal and fiscal rules and legislation or adhere to industry good practice.

Finance

- Be responsible for the ongoing financial performance and viability of ELD.
- Work with the Executive Director to set annual budgets, and ensure all budgets are monitored, expenditure is controlled and necessary financial controls are in place.
- Work with the Executive Director to prepare financial reports to funders and the Board, as required.
- Be a bank signatory and approve payroll and pay-runs.

Fundraising and Resourcing

- Lead on relationships with ELD's major funders and stakeholders including local authorities in east London and Arts Council England, and ensure reporting responsibilities are met.
- Play an active role in maximising income streams for ELD from a variety of sources through pursuing earned income opportunities, private donations, and overseeing the writing of funding applications/proposals to regeneration bodies, trusts and foundations, corporate organisations and public funding programmes.
- Work with the Partnerships Manager to lead the staff team to ensure that fundraising and income generation is embedded across the organisation.

Advocacy and Communication

- Be the primary public face of ELD, representing and speaking on the organisation's behalf to stakeholders, public and media.
- Champion east London regionally, nationally and internationally as a diverse, creative location for creativity and advocate ELD's central role in its cultural offer.
- With the Communications Manager, manage and develop external relations to maintain and enhance the profile and reputation of ELD.
- Ensure the delivery of effective, appropriate marketing and PR campaigns to heighten ELD's profile.

Myself UK Celebration Workshop, 2019. Photo by Foteini Christofilopoulou



PERSON SPECIFICATION

Essential experience and knowledge:

- A track record you can demonstrate in high-quality creative programming and producing. This will include and reflect a deep understanding of audience development; an appreciation of diversity of dance practice; some demonstration of supporting talent development; experience of dance within health, education and/or social contexts
- Experience of working at Senior Management level within a cultural/creative organisation or equivalent of leading your own practice, including budgetary responsibility, staff management (voluntary and/or paid) and effective working with a Board of trustees
- Track record of building effective partnerships within and outside the cultural sector with organisations at all scales, with powerful advocacy and networking skills
- Demonstrable leadership in fundraising through initiating and developing successful relationships with a range of public and private funders, securing funds through applications and individual cultivation, and proven success in supporting an organisation to diversify its income

Desirable experience and knowledge:

- Studio / venue management experience
- Demonstrable ability to be a strong advocate, which might include making public presentations, writing articles, working with media

Essential personal attributes, behaviours and attitudes:

- Is an inspiring, motivational and empathetic leader, demonstrated through vision and values
- Embraces the challenge of managing multiple priorities, expectations and realities
- Is able to act upon critical issues and identify key milestones in developing and implementing strategies
- Is a confident and persuasive communicator, able to articulate position, beliefs and rationale in an inclusive way
- Fosters an open and trusting working culture, leading this through their own actions and behaviours, and encouraging others to work collaboratively
- Is a creative problem-solver, comfortable in addressing difficult issues and able to take responsibility for actions
- Approaches planning in a clear but flexible way, and able to review and refine plans in response to internal and external factors
- Takes a clear role in setting the bar for quality and standards in delivery and execution of work, and in building relationships externally and internally
- Is reflective of own performance, strengths and areas for development, and is able to provide constructive feedback
- Is able to demonstrate a commitment to promoting equality of opportunity

HOW TO APPLY

Please submit:

- A CV with 2 referees
- A covering letter saying why you would like the role and how your experience is relevant (no more than 2 pages of A4)
- If applying as a job share, please include both CVs and set out how you propose the job share will work

Please email to recruitment@eastlondondance.org

Please also complete and submit an online anonymous Equal Opportunities Form [here](#)

Deadline: Monday 21 June 2021, 12noon

Shortlisted candidates will be invited to interview on Friday 9 July 2021

Second interviews are scheduled for Thursday 15 July 2021

We welcome and celebrate all protected characteristics and wish to build an inclusive staff team that reflects the rich diversity of our UK communities.

We will reimburse all travel to and from interviews for shortlisted candidates.

ACCESS

For assistance or any access requirements please contact recruitment@eastlondondance.org. We will work with applicants to ensure an accessible interview process relevant to individual needs as required.

We welcome applications for job sharing, flexi-working or part-remote working.

MORE INFORMATION

If you would like to have an informal, confidential conversation about the role in advance of applying, there are several people able to do this:

- Amanda Parker, Inc Arts – external recruitment advisor
admin@incarts.uk (please title email EAST LONDON DANCE RECRUITMENT)
- Moira Sinclair – Chair, East London Dance
msinclair@phf.org.uk (please title email EAST LONDON DANCE RECRUITMENT)
- Polly Risbridger – outgoing Chief Executive & Artistic Director
polly.risbridger@eastlondondance.org