

a.n

Head of Business Development

Job Pack May 2017

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Welcome

Thank you for your interest in a-n. This pack is designed to give you background information on our organisation and support you in your application. We have included details on our strategy for 2018-22 which this role will play an important part in delivering.

For further information on our activities please visit our comprehensive website at www.a-n.co.uk.

Background

a-n The Artists Information Company is the largest artists' membership organisation in the UK with over 21,000 members. We have been leading and influencing policy and sectoral best practice for almost 40 years with our members' needs, interests and concerns always the central focus of what we do.

We support practitioners and creative freelancers at every stage of their career, and across the full spectrum of the visual arts, through impactful and successful advocacy and lobbying around artists' livelihoods and sectoral best practice; practical training and artists' bursaries; specialist benefits and services; and our highly respected news, knowledge and information resources.

We conduct regular surveys and consultation with our members to evidence contemporary artists' practices and expectations, their economic circumstances and working patterns. This helps us understand how and where we might intervene best, and to develop appropriate and relevant services.

a-n's membership, remit and programme delivery is UK-wide and we have a distributed business structure to resource this. Our staff team and network of freelancers, advisors and partners (located across the UK) use a range of digital tools to work together on a daily basis for added flexibility and accessibility.

Under new leadership since 2014, a-n has gone through a period of change and transition in the last few years to ensure it has the solid business and financial base it needs to continue to deliver innovative and high quality services for its members.

The company is in excellent financial and reputational health, it has an ambitious forward business plan, a strong staff, Board and advisory council, a growing and loyal membership and the success of influential and impactful campaigns and

programmes to build on.

We are looking for exceptional people to join our core staff team to support a-n in its mission.



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**ARTS COUNCIL
ENGLAND**

a-n is a national portfolio organisation of Arts Council England

Mission, values and aims

2018-22

a-n Mission

Through advocacy and information and from the perspective of artists a-n's mission is to stimulate and support contemporary visual arts practice and affirm the value of artists in society.

a-n Values

- a-n is bold and dynamic – we are informed by our membership, we stand up for artists and take action on their behalf
- a-n is innovative and impactful – we encourage purposeful change and look for creative solutions in how we support and lobby for artists' needs
- a-n is relevant – we actively listen to our membership and stakeholders, and we invest in research and development to deliver the best responses
- a-n is distinctive – in its size, how it works, operates in the sector, and returns value to its members in benefits, programmes and bursaries
- a-n is artist centred – we employ artists as staff, freelancers, AIR Council advisors and have strong artist representation at Board level to keep us focused on artist needs
- a-n celebrates and reflects the diversity of its membership of over 21,000 human beings across our online content, programmes and events

a-n's core activities, and aims for 2018-22 are:

Making the case for the importance and value of the role of artists and the visual arts

- a-n campaigns continue to positively impact on the lives of artists and the visual arts ecology

Maintaining and developing a more diverse, engaged and resilient professional membership

- a-n is visible, working regionally with its members, partners and networks, with the benefit of a UK-wide perspective

Future thinking for our members – a-n is the visual artist's hub for knowledge and intelligence

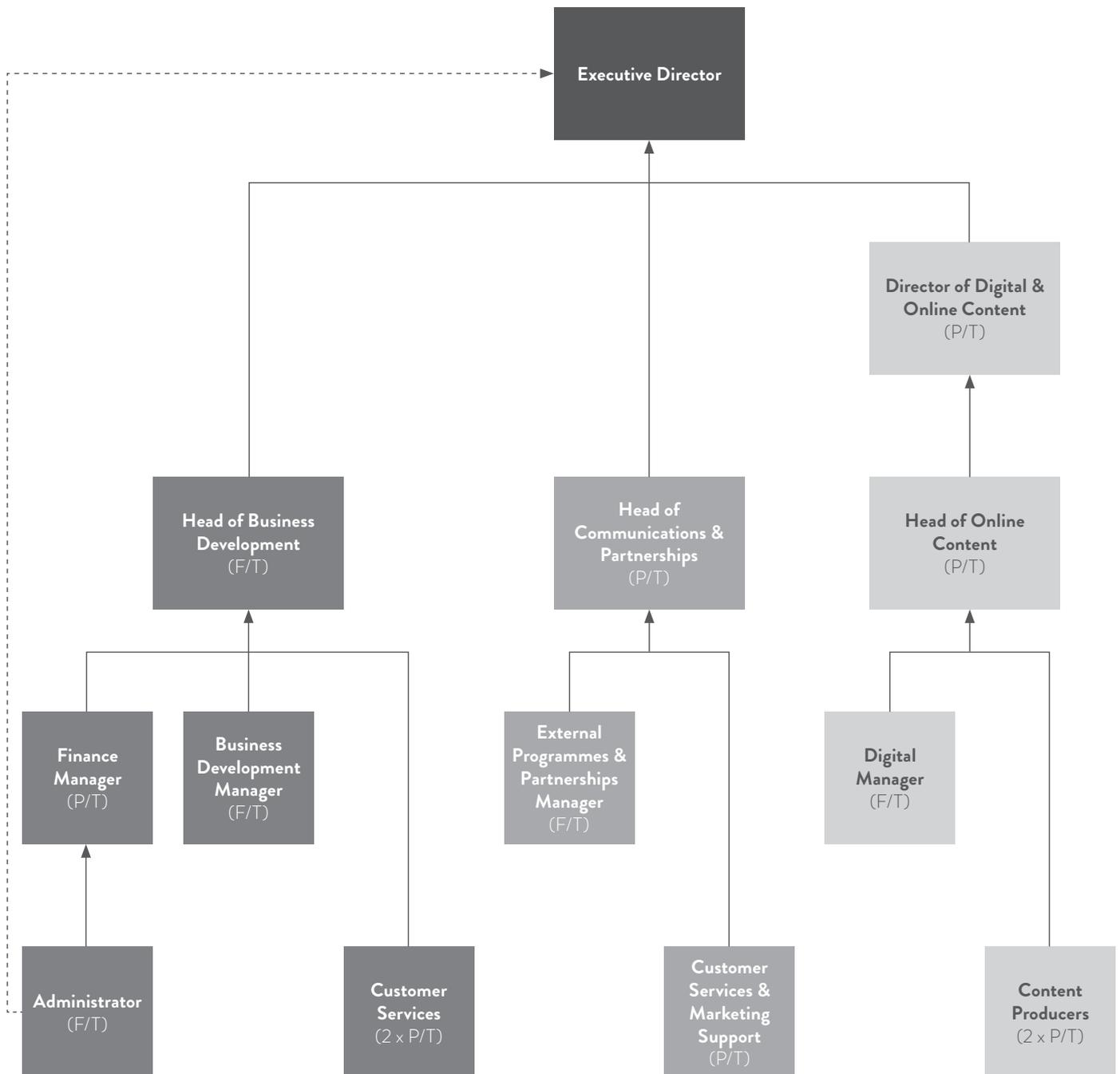
- a-n delivers artist-centred activity, programmes, research and resources with its members and partners, relevant to our role and mission
- a-n has established pioneering business partnerships of mutual benefit that deliver tangible and impactful benefits and solutions for our members

Ensure long-term resilience

- Maintain and grow a-n's membership (within its mission)
- Build a-n's capacity for self-generated income, charitable and commercial partnerships

a-n's 21,000-strong membership is representative of the majority of artists working professionally in the UK with members spread across England (87%), Scotland (6%) Wales (5%) and Northern Ireland (2%).

a-n Organisational Structure



a-n's core staff team is supported by a network of specialist freelancers in the delivery of its programmes for members as required.

Job Description — Head of Business Development

Reports to: Executive Director

Line management of:

- Business Development Manager
- Customer Services team (Membership and Sales)
- Finance Manager

Purpose:

To lead on and develop the organisation's business development strategy and support the Executive Director in line with the company's mission and business plan to:

- Plan for a-n's long term resilience against the challenging business environment
- Make the case for the importance and value of the visual arts and the role of artist in the UK
- Retain and grow a more diverse, engaged professional visual arts membership

Main responsibilities:

The Head of Business Development will be responsible for:

- Development and delivery of the business and fundraising strategy with the Executive Director
- Development of new business, and delivery of growth targets
- Management and delivery of sales and fundraising campaigns
- Line management

Duties arising from each responsibility:

1. Development and delivery of the business and fundraising strategy

- With the Executive Director, devising and developing the business and fundraising strategy
- With the Executive Director, agreeing and setting appropriate income targets for business and programme growth
- Ensuring the strategy is understood and implemented across relevant a-n teams
- Developing processes to evaluate and report on the effectiveness of the strategy
- Reporting to the Executive Director and the board on strategy delivery as required

2. Development of new business, and delivery of growth targets

- With the Executive Director, driving the long-term growth of a-n's core revenue streams
- With the Executive Director, locate and nurture key strategic business prospects that lead to income and/or partnerships of mutual benefit in line with targets
- Playing an active role in identifying new products, services and opportunities relevant to a-n's members, and follow appropriate R&D processes to test, evaluate, pilot and implement
- Overseeing the drafting of all bid / tender / fundraising documents and partnership proposals
- Working with other a-n team members to identify and develop new business opportunities

3. Management and delivery of sales and fundraising campaigns

- Managing, monitoring and reporting on business development targets and budgets
- Leading imaginative and appropriate income and fundraising initiatives

- Liaising with core senior staff, and external freelancers as required
- Hiring specialist consultants as required and in agreement with the Executive Director
- With the Head of Communications and Partnerships, ensure the a-n brand is appropriately represented in sales and fundraising campaign messaging and materials

4. Line management

- Providing structure, direction, purpose and good communications between the business and customer service teams and finance staff
- Setting clear expectations for the standard of work expected from reports
- Setting clear outcome targets for individuals
- Ongoing performance management, training and development of the business team

General responsibilities:

- Representing a-n as appropriate
- Complying with a-n policies and procedures
- Other duties as reasonably required
- This role may be required to work unsocial hours as appropriate and reasonable, with a degree of UK-wide travel to accommodate delivery of the role's responsibilities.

Person Specification

Knowledge and Experience

- Relevant business qualification, or recent relevant experience gained in a similar role
- Proven track record of income generation and fundraising impact
- Experience of developing and producing compelling and clear business proposals
- Good level of understanding of the cultural, social and political context for our work in the visual arts sector
- Knowledge of the diversity of UK visual arts practice and of the concerns, needs and aspirations of our core members
- Good understanding of the engagement and consultation frameworks needed to stimulate our membership's expression of need and of how to translate evidence gained into viable products and services
- Experience of line management and motivating teams

Skills

- Excellent people skills, able to initiate and establish effective partnerships and professional relationships with a wide variety of people and organisations
- Proven team player, effectively managing own time, sharing and prioritising workload within a deadline-based environment
- Willing contributor to co-learning and knowledge sharing whether using face-to-face or virtual platforms, enabling creative ideas and imaginative solutions to bubble up from internal discussions and from our external customers
- High quality interpersonal skills, appropriately and effectively using the wide range of communications techniques and virtual platforms available within the company

- Excellent presentation and public speaking skills
- Excellent written skills, including sales and fundraising copy, bid and report writing
- Literate in online and digital technology with good knowledge of how social media and digital distribution can enhance business sales and fundraising campaigns

Summary of Terms

Contract: This is a permanent contract of employment

Salary range: £33,670 - £41,061 depending on experience

Pension: a-n Company Pension

Holiday: 34 days p.a. (including statutory public and bank holidays) rising to a maximum of 37 days relative to length of service.

Location: a-n has office space in Newcastle, London and Manchester. The preferred location of this post is North West England (Manchester). As a distributed organisation we'll consider applications from candidates from other UK locations.

Guidance Notes for Applicants

a-n is committed to being an inclusive employer that welcomes staff members from a wide variety of backgrounds. This guidance is provided to help you apply for one of our vacancies as effectively as possible and to ensure you provide us with all the information we need to see how well you meet the requirements of the job.

Please read these notes carefully before completing your application. If you have any questions, please contact us at membership@a-n.co.uk.

To ensure fairness to all applicants, any decision to shortlist you for interview will be based solely upon the information you supply in your application. We cannot take into account in the selection process any previous knowledge we may have of you.

Explore the Job Description and Person Specification

The purpose, main duties and responsibilities of the post are set out in the job description. The experience, skills and competencies we are looking for in the successful candidate are listed in the person specification. It's important you read all the information in these sections before completing your application as selection will be based on finding the closest match to these requirements.

Preparing your application

Read through the responsibilities and duties involved in the role you are applying for thoroughly. Ask yourself why you are interested in this role – would it be a good career move for you? Is the move a promotion that would enable you to gain more responsibility or enhance your skills? Or do you see it as an opportunity to broaden your skills and experience?

Think about what evidence you can provide to demonstrate you have the necessary experience, skills and competencies to fulfil the role. Explaining your current (and previous) work to someone else may help you uncover skills you take for granted. You may also want to include voluntary experience, or experience gained through responsibilities outside your work commitments if this is relevant.

Completing the Application

To apply for this post, please write telling us about yourself and how your experience, ideas and aspirations are suitable for this post, relating them to the Job Description and Person Specification set out earlier in this pack.

Applications should be no more than five pages of A4 in total (12 point minimum) and must include a CV of no more than two pages, as well as names and contact details of two professional referees. (Please indicate if you do not wish us to contact referees prior to interviews.)

This should be emailed as a single PDF document, accompanied by a completed Equality and Diversity monitoring form to Robin Bootes at: robin.bootes@a-n.co.uk

The subject field of your email application should read ‘Application for Head of Business Development Post’ followed by your name e.g. ‘Application for Head of Business Development Post – Chris Someone’.

The deadline for receipt of applications is 12noon on Monday 12 June 2017.

Applications not in PDF version, or longer than five A4 pages (including the max two-page CV) will not be considered.

It is important to remember those involved in the selection process cannot guess or make assumptions about you. This is your opportunity to tell us specifically why you wish to apply for the job and what makes you a suitable applicant. It is important you provide us with evidence to demonstrate you possess the experience, skills and competencies set out in the job description and person specification, with specific examples of how you meet the role requirements.

Don't forget to proofread your form and check for any errors before submitting it to us.

Shortlisting

When shortlisting we will make an assessment of how closely your application meets the criteria set out in the job description and person specification. We will go through your application looking for specific evidence that you possess the experience, skills and competencies required for the job. Unless you have provided specific evidence, supported by relevant examples, you are unlikely to be shortlisted.

You will be notified whether you have been shortlisted for interview or not via email by Thursday 15 June 2017.

Interviews

Interviews will be held in **Manchester** on **21 June 2017**.

If you are shortlisted we will email you to invite you to attend an interview with details of the time, location, interview panel and format, including whether you need to prepare anything in advance for the interview. If you have a disability and need any adjustments to be made in order for you to participate in the selection process, please contact us immediately on receipt of your interview invitation to discuss this so we can accommodate your needs.

In some instances, we may ask applicants for a second interview.

Offers

All offers to work at a-n are made subject to proof of satisfactory employment references. Please include full details of at least two referees we can contact, one of whom must be from your most recent place of employment. If you were not in employment during part of the last 3 years, we will also ask you to verify details of your activity (e.g. academic, volunteering, travelling etc).

Data Protection Act, 1998

Information provided by you as part of your application will be used in the recruitment process only – data will be held securely with access restricted to those involved in the process. Once this process is complete, data relating to unsuccessful applicants will be stored for a max. of 12 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personal record.

Information provided by you in the Equal Opportunities form will be used to monitor a-n's diversity policies and practices. By submitting your completed application you are giving consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personal record if you are the successful candidate.

Good luck with your application, and thank you for your interest in working for a-n.



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