



May 2017

Dear Applicant,

General Manager

Thank you for your interest in the above post. Please find enclosed the following information:

- A job description and candidate specification
- About Us
- Competencies
- Mission and Objectives
- Core Values
- An Equal Opportunities monitoring form
- Information Form

Please refer to our website www.cornexchangenew.com for further information.

If you are interested in applying for the post, please send your CV, with relevant experience outlined, together with a covering letter of no more than two sides that explains how you meet the personal specification and why you would be interested in joining our team. Please also complete the attached Equal Opportunities monitoring form and include this with your application.

The Corn Exchange recognises the positive value of diversity, promotes equality and challenges discrimination and we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from disabled candidates and those from Black, Asian and Minority Ethnic (BAME) backgrounds as they are currently under-represented within our staff team.

Please send to me at Corn Exchange, Market Place, Newbury, RG14 5BD, or email to grantb@cornexchangenew.co.uk no later than **12pm Monday 5th June 2017**. First stage interviews will take place on Thursday 8th June 2017.

Yours faithfully,

Grant Brisland & Katy Griffiths
Co-Directors

CORN EXCHANGE

Market Place | Newbury
Berkshire | RG14 5BD

Administration 01635 582666
Facsimile 01635 582223

Email admin@cornexchangenew.co.uk
www.cornexchangenew.co.uk

Job Title:	General Manager
Reports to:	Co-Director
Responsible for:	Sales & Audience Experience Manager Kitchen & Bar Manager Finance & Administration Manager
Hours:	Full time (40 hours per week)
Salary:	not less than £30,000 p.a.
Holiday entitlement:	20 days per annum, rising by one day per year to a maximum of 25 days

This is an exciting time to join our organisation and the General Manager will play a key role in influencing change and delivering it to the highest standard. Your role will be to lead on the smooth running and effective day to day operation of the organisation with overall responsibility for customer service, trading activity and personnel management.

This role is part of the Executive team, which takes a collaborative approach to the management of the Corn Exchange. You will need to have lots of creative ideas to maximise the organisation's unique offer as well as the ability to lead and motivate the team to enable these ideas and put them into practice.

With the expansion of the 101 Outdoor Arts Creation Centre, the development of a new visual arts and craft venue at Greenham Business Park and the launch of a dedicated Learning Centre in 2017, the organisation is embarking on a period of major development and expansion. You'll play a key role in enabling the team to adapt and grow as these plans progress, supporting the team throughout this period and ensuring the changes are implemented with minimal operational impact.

We are looking for the right individual to join our thriving organisation. Where this is a new role, we're excited to be able to offer this fantastic leadership opportunity to the widest possible range of applicants and are able to consider candidates for whom this would be a step-up or across where their approach and enthusiasm matches our own.

Key Accountabilities

FRONT OF HOUSE - SALES & AUDIENCE EXPERIENCE

- Support the Sales and Audience Experience Manager to develop our audience experience programme and engaging the rest of the Front of House team to support its development
- Develop, implement and ensure the delivery of the customer service vision and strategy across the organisation

- To support the Sales and Audience Experience Manager and Marketing & Audience Development Manager with accurate reporting of sales figures and audience demographic breakdown to drive forwards the Audience Development Strategy and annual reporting to Arts Council England
- Lead the development and implementation of an evaluation strategy to report on the Trust's key performance indicators

TRADING – KITCHEN AND BAR

- Drive activity and success in this area of the Trust's operation working with the Kitchen and Bar Manager to ensure quality sits at the heart of the offer whilst maximising revenue and profit
- Lead on the commercial management of the Trading company and drive forwards sales targets
- Identify and maximise opportunities to increase income and profitability
- Manage the Kitchen and Bar Manager for the successful delivery of the Trading company's financial targets
- Working with the marketing team to ensure Kitchen and Bar products are fully maximised

STRATEGY & POLICY

- Work with the Executive team to develop and deliver the strategic plan
- Take responsibility for leading activity designed to maximise the Trust's business opportunities; developing current relationships and seeking new partnerships
- Work with the Executive team and Development Manager to deliver the Trust's fundraising strategy
- Work with the Executive team to maintain high quality relationships with stakeholders; including reporting on key funding agreements
- Take responsibility for ensuring compliance with all legal, financial, company and charity legislation requirements

PERSONNEL

- Act as a senior personnel officer for the organisation; providing advice, guidance and overseeing the training and professional development of staff
- To devise and implement personnel processes and data capture to ensure legal compliance and reporting to stakeholders
- Drive forward the ambition to increase diversity in the Trust's workforce
- Update, implement and manage company policies and procedures

GENERAL

- Act as the senior point of contact for Trustees, overseeing governance processes, minute taking and legal requirements for the Charity
- Act at all times as an advocate for the Trust and its activities representing the organisation at all levels
- Deputise for other members of the Executive as required
- Work unsocial hours as necessary and attend live performances

Please note that this is a guide to the nature of the work required of the General Manager. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and the line manager from time to time.

Key Attributes

We are seeking an experienced theatre professional with great motivation and energy. This could be an ideal position for someone who has been working in arts management and is now looking for their first leadership role.

The successful candidate is likely to:

- Be pro-active and energetic, focused on quality and results
- Consider problems as a challenge; developing creative and practical solutions
- Enjoy working to deadlines in a busy and changing environment
- Be able to make timely decisions in complex circumstances
- Be logical even when under pressure
- Be able to encourage a high level of performance in themselves and others
- Have the ability to communicate complex information fluently and succinctly verbally and in writing

Essential Skills

The successful candidate is likely to have:

- Worked within an arts venue
- An entrepreneurial approach
- Some experience in personnel matters
- A track record in delivering results
- Some experience of managing budgets
- A willingness to learn

Desirable Skills

We hope that you might have:

- Management experience in an arts organisation
- Experience of Charitable Boards and governance
- Worked with and reported to funding bodies
- Experience of creating and implementing strategy

Additional Benefits

- 20% discount in café and bar
- Free theatre and film tickets
- We have a small car park

About Us

The Corn Exchange Trust currently manages three venues; the Corn Exchange which includes a 400 seat auditorium, a 40 seat independent cinema and thriving café; New Greenham Arts a 140 seat black box studio and rehearsal space, 1000 square foot gallery and artist studios; and 101 – a unique creation centre for outdoor arts including workshop, making and rehearsal space together with on-site accommodation. Exciting developments at the Trust mean that over the next eighteen months this balance will change with the expansion of 101 and its activities, the closure of New Greenham Arts in August 2017, the creation of a new dedicated and centrally located Learning Centre to house all of the organisation's learning and participation activity in September 2017 along with the launch of a brand new Gallery, Visual Arts, Craft & Makers' Studios at Greenham Business Park in May 2018.

The performance programme at the Corn Exchange has developed considerably in recent years. We present a mixed programme of theatre, dance, comedy, music, family, film and outdoor work to audiences from across the South East. The emphasis is on presenting shows of the highest quality shows and films that inspire and entertain audiences, with attendance growing year on year. The Trust produces its own pantomime in-house which plays to capacity audiences as well as supporting a range of artists and companies across all art-forms through commissioning and development opportunities, mentoring and production support. **Our emphasis is on presenting great shows and films that audiences really want to come and see. Always high quality, we're really proud that our attendance figures are growing year on year.**

Since 2009 the organisation has led a major outdoor arts programme, presenting internationally renowned companies and most recently producing spectacular large-scale outdoor performances to audiences of thousands. 2014 saw the launch of the Trust's newest venture 101; a creation centre dedicated to the production of outdoor arts and an ambition to develop the facilities, opportunities and resources available in the region to support the create exceptional outdoor performance. From April 2017 this work will be expanded as a result of Ambition for Excellence funding from Arts Council England and further funding from Greenham Common Trust enabling the expansion of 101 and the creation of a new talent development and innovation programme.

The launch of the dedicated Learning Centre will see the continuation and subsequent expansion of the Trust's flourishing participation programme *Get Involved*. Working across all age groups, there is a particular focus on working with schools and young people through initiatives like Young Corn Exchange as well as Ageing Creatively a programme of work specifically aimed at those aged 55+. The programme currently impacts in excess of 10,000 local people per annum, and within three years this is expected to increase to 15,000.

The next stage of the Trust's development will be the launch of a £3.5M capital fundraising campaign in 2018 in order to deliver an extension at the rear of the Corn Exchange which will house a new 120 seat studio theatre and become the permanent home of the Learning Centre as well as creating much needed office space for the expanding team. The extension is due for completion in the Autumn of 2020.

The Trust has a turnover of around £3 Million per annum and is run by an Executive Team, led by Katy Griffiths & Grant Brisland Co-Directors, Guy Dickens (Head of Technical & Operations) and a General Manager (position currently vacant). We have a wider

management team of 5, and a number of key freelance partners who we work with regularly most notably Simon Chatterton as well as a core staff team of 35, plus casual staff and over 120 volunteers. We receive core funding from Greenham Common Trust, West Berkshire Council, and Arts Council England as a National Portfolio Organisation.

Why join us?

It's an exciting time for our organisation, with the development of our activities at 101 and the continued growth of our activities. It is a challenging time for arts organisations across the country; however the Trust is in a strong position following 8 years of growth and stability and is actively looking to increase activity, diversify income streams, grow audiences and promote our work more widely.

Our current major plans are:

- With a successful application to Arts Council England's Ambition for Excellence funding stream, we'll be developing the facilities, resources and profile for 101, our Outdoor Arts Creation Centre at Greenham Business Park.
- The development of a town-based Learning Centre launching from September 2017
- The development and launch of a new £1.7M gallery, visual art and craft studio venue on Greenham Business Park, adjacent to 101, with Greenham Common Trust

We believe that the right candidate for this role will be energised by the exciting changes we have planned and that our ambition will chime with yours. You will be driven by seeing the impact that the arts has on people's lives, and excited by the challenge of taking on this demanding and busy role.

In return, we are committed to the development of our own team. We believe that the Corn Exchange is a great place to develop, grow and learn for our staff too. If your approach and enthusiasm matches our own, we are able to support the right candidate to take on this exciting leadership opportunity if you have the potential to grow and develop within the role while working with us.

Competencies

All Corn Exchange Newbury and New Greenham Arts Centre staff strive to demonstrate competencies in the following key areas. In your application you should try and give examples of how your previous activities might demonstrate your own personal competencies.

Customer Focus

- You act professionally and calmly when interacting with others
- You demonstrates concern and courtesy towards colleagues and customers
- You treat all people respectfully
- You take personal responsibility for correcting problems
- You follow up with individuals to ensure satisfaction with the level of service they have received

Accountability

- You take personal responsibility for work activities and personal actions
- You follow through on commitments made
- You implement decisions that have been agreed upon
- You maintain confidentiality with sensitive information
- You acknowledge mistakes you make without blaming others, and learn from mistakes altering behaviour to avoid repetition
- You recognise the impact of your behaviour on others and act appropriately

Adaptability

- You respond to changing circumstances by being innovative and altering your behaviour to better fit different situations
- You exhibit optimism and energy
- You learn new skills that help you perform work in better ways
- You successfully work with new colleagues
- You professionally deal with personal discomfort in a changing environment
- You are willing to be flexible
- You remain calm in stressful situations

Clear Communication

- You express yourself clearly and effectively when speaking and/or writing to individuals and/or groups
- You listen attentively
- You ensure that information is understood by all parties
- You share information in a timely manner using the most appropriate method
- You present well organized information in a group setting

Initiative

- You take action to improve a situation without waiting for explicit instructions
- You understand how your actions relate to the Corn Exchange's and your department's strategic goals
- You recognise and respond to opportunities in order to reach a goal
- You seek new and improved techniques, solutions, and approaches to completing assignments

Problem Solving

- You generate creative approaches to addressing problems and opportunities
- You identify and weigh options, make sound decisions after reviewing all relevant information
- You anticipate and plan for potential problems
- You take calculated risks
- You recognise the impact of your solutions on others

Mission and Objectives

We are a flagship arts centre for the South East, punching above our weight artistically and so much more than just a theatre. Core funded by key partners to deliver outstanding performances, and creating our own well respected work. We are at the heart of a creative and cultural community, leading a vision for a vibrant district with more and more people involved in all of our activities. With some of the best facilities and staff in the country we are committed to involving everyone in what we do.

Centre for Excellence

Enable excellence at every opportunity

- Our role as artistic leader is to provide examples of what is excellent and to encourage and enable this work to thrive in Newbury
- We must continue to play a key role in providing inspiration for both artists and audiences

Creative Communities

Provide access points and encourage involvement from our entire community

- Deliver a programme of artistic opportunities in more places, incorporating more art forms and engaging with more people
- Develop and provide more quality opportunities for local people to participate in cultural activities within their own community

Custodian

Safeguard our long-term sustainability

- Ensure that the organisation and its buildings are valued by the people of Newbury
- Maximise income generated from our five income streams at every opportunity in order to ensure we can deliver on our vision
- Invest in our staff and infrastructure to ensure continued success and growth

About Newbury

Newbury is a modern market town, at the heart of rural West Berkshire. The Corn Exchange and our main office is situated in the town's central market place. New Greenham Arts and Unit 101 are situated a 5 minute drive from the town centre at the site of the former Greenham Common Airbase on Greenham Business Park. The town's train station is a short walk from the Corn Exchange providing frequent trains to Reading and London Paddington; whilst the M4 / A34 enables quick access to Reading, Bristol, Oxford, Winchester, Salisbury and the surrounding areas.

Newbury has been undergoing expansion recently, with many developments including a new shopping area, Parkway, attracting new retailers and footfall to the town. The wider region West Berkshire has lots of beautiful countryside and villages, with the historic downlands and Ridgeway great for relaxation, and the small and unique towns of Hungerford and Marlborough within easy reach.

Core Values

The Trust aims to be a centre for artistic excellence that cares about providing a high quality experience for its audiences, artists and employees. We encourage involvement in the creative arts from our entire community, welcoming everyone and inspiring future generations. By forging strong relationships with our audiences and stakeholders, and being efficient in the operation of our business, we are committed to safeguarding the long-term sustainability of the organisation.

In doing this we hold true to the following values

- We are passionate about the arts
- We aim for excellence
- We put our customers first
- We work collaboratively
- We respect and include everyone
- We seek out better ways to do things

The Trust expects our staff and volunteers to demonstrate a commitment to these values and use them in their decision making and actions every day, for the benefit of our audiences, artists, stakeholders, and fellow employees.

- We are passionate about the arts: We believe wholeheartedly in what we do, and seek to share our enthusiasm with others; inspiring future generations.
- We aim for excellence: We always try to exceed expectations and actively pursue success. We are proud of our reputation and we want to build it together.
- We put our customers first: Customers are our audiences, participants artists and stakeholders and we work hard to see things from their point of view and improve their experience of the Corn Exchange.
- We work collaboratively: We forge relationships with others in order to succeed. We work as a team and are adaptable, making it easy for our colleagues, partners and communities to work with us.
- We respect and include everyone: We will treat everyone we encounter with respect and courtesy; we actively seek out opportunities for local people to participate in cultural activities within their own community.
- We seek out better ways to do things: This means we work hard to get the best possible value out of everything we do, and actively look for examples of best practice both inside and outside our organisation.

Equal Opportunities monitoring form

The Corn Exchange supports the principle of equal opportunities in employment and opposes all forms of unlawful and unfair discrimination. In pursuit of this policy the Corn Exchange will use its best endeavours to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise in order to achieve and maintain an efficient workforce. We aim to ensure all job applicants and employees are treated equally and fairly and are recruited, selected, trained and promoted on the basis of the requirements of the job, their skills, abilities and other job related criteria. We will also ensure that individuals are not disadvantaged by conditions or requirements which cannot be shown to be justified as being necessary for the safe and effective performance of the job.

To ensure the equal opportunities policy is being implemented and to comply with legislation, please complete and return this form. **This information will be used solely for monitoring purposes and will not be available to those involved in the selection process.**

Job applied for : General Manager

Age Discrimination Act 2006

Date of Birth: _____

Sex Discrimination Act 1975

Please circle

Female Male

Single Married Divorced Widowed

Race Relations Act 1976

How would you describe your ethnic origin?

White	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>
Black African	<input type="checkbox"/>
Black other <i>please describe</i>	
Other <i>please describe</i>	

Indian	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>
Chinese	<input type="checkbox"/>

Disability Discrimination Act 1995

The Corn Exchange seeks to ensure that it does not unjustifiably discriminate against people with disabilities in employment and to assist us in fulfilling our obligations under the Disability Discrimination Act 1995 please answer the following questions.

Please give details of any health problem or disability which is relevant to your job application, and how, if at all, it affects your performance at work, to enable us to determine what reasonable adjustments may be required in the workplace.

Any information held on this form will be subject to the Data Protection Act 1998

Information Form

Post applied for: General Manager

Where did you see this position advertised?

References

Please give names, addresses and telephone numbers of two referees. One **must** be your present or most recent employer. The other can be another previous employer or any other person who can provide a reference for you but not a partner or member of your family. Referees will not be contacted without prior permission.

Present or previous employer	
Name:	Name:
Job title:	Job title:
Organisation:	Organisation:
Address:	Address:
Telephone:	Telephone:
Email:	Email:
How is this referee known to you?	How is this referee known to you?
Do you wish to be contacted before we approach this referee? Yes/No	Do you wish to be contacted before we approach this referee? Yes/No

Further information

Have you any unspent convictions: If you answer yes, details will only be requested if you are invited to interview How many days sickness absence have you had over the last two years:
--

Declaration

I declare that all the information I have given on this application form is true to the best of my knowledge and belief. I understand that I may be dismissed if I have given false information or not given relevant details. I give my consent to The Corn Exchange recording and processing my personal information in line with the Data Protection Act 1998 and other legislative provisions.	
Signed:	Date: