



**November 2020**

## Chief Executive Officer

Thank you for your interest in the role of Chief Executive Officer (CEO) with The Shakespeare North Playhouse.

The Shakespeare North Playhouse in Prescott will be one of the North of England's most high profile cultural and educational assets. Completing the UK's Shakespearean triangle with London and Stratford-Upon-Avon, it will firmly put Prescott and Knowsley on the cultural map of the world.

The Playhouse will, of course, stage many important Shakespearean productions alongside other classical work, contemporary drama and a variety of cultural productions. Our vision is to establish the Playhouse as a truly inclusive asset to be enjoyed by all. With a fully integrated education and community engagement programme, the Playhouse will empower people of all ages and backgrounds.

The Shakespeare North Playhouse is already having a positive impact within Prescott and the wider region. On the back of this major cultural initiative, multi-million pound private and public sector investment in Prescott has been secured and many new projects are underway across the town centre and beyond.

With new bars, restaurants and hotels opening ahead of the Playhouse and its projected 100,000 visitors per year, there is already a strong sense of momentum and excitement in the town and the wider city region, creating the perfect conditions for the Playhouse to grow and flourish as a national and international attraction.

I look forward to welcoming a CEO to lead on the build-up to the opening of The Shakespeare North Playhouse and beyond.

**Max Steinberg CBE**  
Chair of Shakespeare North Trust





Dear Applicant

Thank you for your interest in working for Shakespeare North Trust. The role of CEO for The Shakespeare North Playhouse will report directly into the Trust. The following information has been prepared to assist your application and provide a brief overview of the recruitment process.

Shakespeare North Trust is committed to the fair treatment of all employees and applicants and will require all employees to abide by and adhere to this general principle. Shakespeare North Trust aims to be a good employer with fair employment practices and policies to support this ambition, and we aim to have a workforce that is friendly, committed and hard working.

If you join Shakespeare North Trust you will grow as a person and a professional and whatever your role within the organisation, you will be encouraged to continuously develop your knowledge as well as offering your skills to others. You will also have the opportunity to make a real contribution to the future work of Shakespeare North Trust.

Shakespeare North Trust is committed to providing equality of opportunity for all staff and welcomes applications from all individuals for advertised jobs that match their skills and interests.

As well as information specifically related to the position of CEO for The Shakespeare North Playhouse, this recruitment pack provides the following information:

- How to Apply
- About The Shakespeare North Playhouse and glossary of terms
- Job Advert, Job Description and Person Specification
- Employment Terms and Benefits

I hope that you find this information helpful, and we look forward to receiving your application.

Yours sincerely

Sue Platt  
Shakespeare North Trust  
Trustee Board Member- Leadership & HR



## About The Shakespeare North Playhouse

The Shakespeare North Playhouse, which is currently being built in Prescot, is due to open to the public in 2022. When built, this landmark arts and cultural development, will effectively complete the UK's Shakespearean triangle with London and Stratford-upon-Avon.

The Playhouse will provide a wide ranging and contemporary programme of events and performances, along with an educational offer and community engagement to involve and excite young and old.

The jewel in the crown of the building itself will be a flexible theatre with capacity for between 320 and 472 seats, inspired by the 17<sup>th</sup> Century cockpit-in-court design of renowned architect Inigo Jones. This is particularly apt as Prescot was the only place outside London to have a purpose-built theatre in Elizabethan times. This fact, and the area's fascinating links to Shakespeare himself has paved the way for this major cultural development.

The project has secured more than £30 million of funding through public investment from Knowsley Council, The Liverpool City Region Combined Authority and central government. Philanthropic giving already exceeds £1 million and the project has the support of high-profile names such as Frank Cottrell-Boyce, Danny Boyle, Dame Glenda Jackson, Dame Judi Dench and Lady Anne Dodd.

The Playhouse will open to the public in 2022 – the same year that Knowsley will be celebrated as the Liverpool City Region's Borough of Culture. This year-long celebration will bring culture and the arts to the whole community and Prescot and the Playhouse will play an important part in those celebrations.





## GLOSSARY OF TERMS

Three similar names are used in this pack:

- **The Shakespeare North Playhouse** will be a new world class cultural venue hosting an auditorium, a digital gallery, an outdoor performance space and a lifelong learning centre, plus a range of facilities including a café and bars
- **Shakespeare North Trust** is the charitable organisation that developed the idea for the project and will become the operator of the playhouse.
- **Shakespeare North** is the 'brand' covering both the physical venue of the Playhouse and the associated activities operated within it.



## **HOW TO APPLY**

Shakespeare North Trust is committed to providing equality of opportunity for all staff and welcomes applications from all individuals for advertised jobs that match their skills and interests.

### **Job Description and Person Specification**

The job description and person specification outline the role purpose and key accountabilities of the post as well as the experience, knowledge and skills that we are looking for. You should make sure that you meet all the essential criteria and demonstrate this through your application. You can find out more information about Shakespeare North at [www.shakespearenorthplayhouse.co.uk](http://www.shakespearenorthplayhouse.co.uk)

### **Equality Monitoring**

We may ask candidates to provide equality monitoring information so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

### **How to Apply**

Please email a CV and letter of application, addressing how your experience matches the job description and person specification, to [hello@shakespearenorthplayhouse.co.uk](mailto:hello@shakespearenorthplayhouse.co.uk)

Applications must be completed and submitted by 5.00 pm on 18<sup>th</sup> December 2020

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at [hello@shakespearenorthplayhouse.co.uk](mailto:hello@shakespearenorthplayhouse.co.uk)

**1st stage interviews will take place w/c 11<sup>th</sup> January 2021 and 2nd stage interviews will take place w/c 25<sup>th</sup> January 2021.**

We would like to thank you for your time and effort in submitting your application.



## **JOB ADVERT**

The Shakespeare North Playhouse, which is currently being built in Prescot, is due to open to the public in 2022. This landmark arts and cultural development will effectively complete the UK's Shakespearean triangle with London and Stratford-upon-Avon. It will undoubtedly be one of the North of England's most high profile cultural and educational assets.

The Playhouse will provide a wide ranging and contemporary programme of events and performances, along with an educational offer and community engagement to involve and excite young and old.

### **CEO The Shakespeare North Playhouse c £60,000 per annum Full-time**

The Shakespeare North Trust is looking for an innovative and ambitious CEO to lead on the opening and delivery of the strategic vision for The Shakespeare North Playhouse.

The successful candidate will have significant relevant experience at a senior level in any of the following - the arts, charity, public sector or similar, with a proven track record of success in delivering fundraising income and meeting demanding business plan targets.

Exceptional interpersonal and influencing skills with the ability to build and maintain strong and effective relationships with a wide range of internal and external stakeholders is a fundamental requirement, as is the ability to lead and motivate a high performing team.

This is great opportunity for a dynamic and ambitious individual to develop and deliver the long-term strategic plan for The Shakespeare North Playhouse.

Further information about the role as well as details of how to apply can be found on our website [www.shakespearenorthplayhouse.co.uk](http://www.shakespearenorthplayhouse.co.uk)

**Closing date for returned applications is 5.00pm on Friday 18<sup>th</sup> December 2020.**



## JOB DESCRIPTION

---

**Job Title:** Chief Executive Officer

**Responsible to:** The Shakespeare North Board of Trustees through the Chair  
**Responsible for:** Creative Director, Heads of Department, Administrator, other fixed term senior posts and consultants as required

---

### Role Purpose:

To provide strategic vision and managerial leadership for The Shakespeare North Playhouse, ensuring its long-term success as a financially sustainable leading regional theatre with a strong local presence and a national reputation.

The Chief Executive Officer reports to the Shakespeare North Trust Board through the Chair and is responsible for the Creative Director and other senior managers. The Creative Director will be appointed by the Board and will provide the creative leadership and policy, under the strategic and managerial direction of the Chief Executive.

The Shakespeare North Theatre Trust is a registered charity and wholly owns two subsidiary companies, Shakespeare North Catering Services Ltd and Shakespeare North Theatre Productions Ltd. The duties and responsibilities of this post relate to all three companies.

### Key Accountabilities

#### Leadership

- Lead the creation and delivery of the long-term strategic vision and business plan for The Shakespeare North Playhouse, working in close collaboration with the Board, Creative Director, staff and key stakeholders.
- Provide clear vision and direction for the staff team to meet the organisation's goals, and foster a positive culture based upon shared organisational values.
- Ensure that The Shakespeare North Playhouse has robust business planning and that the organisation secures all necessary resources to deliver against its vision. This will include overseeing income generation from a range of sources and exploitation of commercial opportunities in all areas of the organisation.
- Work creatively and collaboratively with the Creative Director to develop and deliver the best possible creative programme. Ensure that alongside creative



ambition, learning and engagement, audience development, and customer focus sit at the heart of the organisation's plans and operations.

- Position The Shakespeare North Playhouse as a leading and vital resource and a role model in arts and cultural development. This will include leading and participating in networks and consortiums with stakeholders, partners and communities at local, regional and national levels
- Ensure that diversity is embedded in The Shakespeare North Playhouse's plans and that the organisation strives for best practice in all aspects of inclusion and accessibility.

### **Producing, Audience and Creative Development**

- In conjunction with the Creative Director, optimise opportunities to develop the creative policy, delivering the creative and learning programmes and business plan.
- Agree all budgets, schedules, contracts and licenses in relation to the creative programme, and negotiate and reach agreement with producing partners.
- Ensure that work for and with children and young people remains integral to the organisation, and likewise the engagement of Knowsley communities. This will include championing diversity and inclusion to ensure the organisation engages the widest possible constituency.
- Lead partnerships and collaborations with the education sector to provide opportunities for young people, students and theatre practitioners.
- In conjunction with the Creative Director and Head of Marketing and Communications, produce an effective and ambitious audience development strategy that achieves optimum impact with audiences, public and stakeholders. One that grows and retains a sustainable and diverse audience.

### **Financial and People Management**

- In conjunction with the Head of Finance effectively plan, manage, monitor and control the company's finances, ensuring that appropriate systems are in place to safeguard the company and meet its objectives.
- In conjunction with the Head of Commerce develop and implement effective commercial strategies, including growing box office and earned income, and identifying new opportunities. This will include providing leadership of the trading subsidiary, Shakespeare North Catering Services Ltd, and maximising its financial return to the charity.



- In conjunction with the Head of Fundraising develop and implement an effective fundraising strategy.
- Lead, develop and motivate the team in line with Shakespeare North's employment policies, acting as a role model in developing a culture of high-quality customer service, attention to detail, continuous improvement and collaboration so that all work activities are delivered to the highest standard and the team meet their own objectives as well as contribute to the achievement of others
- Ensure that the organisation is staffed efficiently and effectively, balancing ambitions with available resources to achieve objectives.
- Manage relationships and negotiations with trade unions and employee representatives as necessary.
- Ensure that effective strategies and systems exist for human resource management, including legal compliance and the adoption of best practice.

### **Capital Resources Management**

- Develop the long-term capital plan for the organisation to provide fit for purpose facilities that can deliver the organisation's vision.
- Lead the delivery of capital projects, including as necessary: developing their viability, achieving the necessary resources, procurement, and the direction of contractors and specialist teams.
- Ensure that contracts and lease agreements are robustly negotiated and achieve maximum value for money.

### **Stakeholder Engagement**

- Lead effective relationships with existing stakeholders including Arts Council England, Knowsley Council and The Liverpool City Region Combined Authority and develop new relationships and opportunities across the public, charitable and private sectors.
- Develop and maintain excellent relationships with all funding partners, sponsors, donors and potential investors.
- Act as a figurehead for the organisation along with the Chair and Creative Director; represent The Shakespeare North Playhouse in a range of settings,



including with the media; and lead the organisation's reputation management including the response to any critical incident with media and stakeholders.

### **Governance and Accountability**

- Work with the Chair of the Shakespeare North Trust and the Board to ensure an efficient governance cycle of meetings, reporting as required on progress against objectives. Provide the necessary information so that considered decisions about matters of policy, programme and finance can be made.
- Lead effective business evaluation and thorough risk assessment processes of the organisation, discussing and monitoring this closely with the Board.
- Be the accountable person with ultimate management responsibility for health and safety, child protection, licensing and other legal duties. This includes ensuring necessary procedures and risk assessments are in place throughout the organisation and that accountability is understood and acted upon at all appropriate levels.
- Act as the signatory for financial transactions and contracts and manage procurement, subject to delegated levels of authority.
- Act as a director of Shakespeare North Theatre Productions Ltd, and other ventures if required.

### **Other**

- Stay abreast of developments in theatre practice, cultural policy and wider public policy, and ensure this knowledge is applied and disseminated appropriately throughout the organisation.
- The main duties and responsibilities are indicative and not exhaustive. Other duties may be necessary to fulfil the purpose of the post. This job description may be periodically reviewed and revised in consultation with the post-holder.



## **PERSON SPECIFICATION**

### **Experience**

- Proven successful leadership, or significant senior management experience in a performing arts or leisure organisation, ideally of scale and complexity.
- Experience of developing and implementing a clear, multi-faceted strategy incorporating arts, education and trading.
- Experience of operating effectively in a complex commercial environment.
- Experience of effectively managing significant budgets.
- Experience of negotiating and managing contracts of all kinds.
- Experience of championing equal opportunities, environmental sustainability and cultural diversity.
- Experience of representing an organisation on the national stage and with the media, presenting at conferences and speaking to large and diverse audiences.
- Experience of managing strategic relationships with senior key stakeholders.
- Experience of working with lead industry bodies and trade unions.
- Experience of managing significant building development projects, including listed buildings.
- Experience of working with a non-executive Board.

### **Skills**

- Strong interpersonal and leadership skills with the ability to manage and motivate staff, inspire excellence and lead a high-profile organisation.
- Demonstrably strong organisational skills and attention to detail, with the ability to prioritise and work effectively to tight deadlines.
- Ability to balance commercial strategic imperatives with cultural integrity and the objectives of a charitable company.
- Strong negotiating and persuasion skills.
- Ability to develop strong relationships and network effectively both within the arts national and in a regional community.
- Excellent written, oral and presentational communication skills.

### **Knowledge**

- Up to date and thorough knowledge of the cultural and /or leisure sectors.
- Sound knowledge of marketing and audience development.
- Working knowledge of employment company and charity law.
- Working knowledge of legislation pertaining to the operation of theatres and/or entertainment venues.



## **Personal Qualities**

- Understanding of, and passion for inclusive creative and community development.
- Entrepreneurial flair and a commitment to innovation.
- Demonstrably a good networker and partnership builder.
- Commitment to equality of access and diversity in all aspects of the business.
- Commitment to empowering and developing individual staff, volunteers and supporters of The Shakespeare North Playhouse



## **EMPLOYMENT TERMS AND BENEFITS**

### **Chief Executive Officer (CEO)**

**Contract:** Full-time; permanent.

**Hours of Work:** 37.5 hours gross (5 days) per week. At this level however it may be necessary to work beyond the contracted hours to fulfil the requirements of the role.

**Salary:** c £60k per annum

**Pension:** The Shakespeare North Trust offers a contributory pension scheme (3% from the employer).

**Annual Leave:** 24 days per annum plus statutory Bank Holidays

**Notice:** Six months' notice on either side.

**Probation:** All appointments are subject to satisfactory pre-employment checks, further details of which will be provided when an offer of employment is made. The probation period for this post is 6 months, with one month's notice

**Place of Work:** The Chief Executive Officer is employed by the Shakespeare North Trust and the primary place of work is Shakespeare North Playhouse in Prescot. The post holder will be expected to travel to achieve the remit of the job.

**Relocation:** A relocation contribution of £2000 will be made if the successful applicant has to move their primary residence to take up the position

**Training:** The post-holder will be offered induction training as well as ongoing training and professional development based on the needs of the individual and requirements of the post. An annual Staff Review will be undertaken with the Chair of the Board of Shakespeare North Trust.

**Equality:** Shakespeare North Trust believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no unfair discrimination on the basis of disability.

### **Data Protection Act**

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given.