



# DIRECTOR OF CREATIVITY & IMPACT - RECRUITMENT PACK: JUNE 2025

## Welcome

Thank you for your interest in the role of **Director of Creativity & Impact** at Shetland Arts.

Shetland Arts is at an exciting point in our journey. With core funding secured from both the Shetland Charitable Trust and Creative Scotland, major refurbishments underway at Bonhoga Gallery and a rebrand & website in development, this is a great time to join the organisation and help shape what's next.

We are an impact organisation, our motivation is the change we see in our communities and the individual stories of our audiences, participants and practitioners. As the Director of Creativity & Impact, you will play a key role in shaping and delivering our vision for a creative, connected Shetland that values art and culture and the transformative impact it has on lives and communities.

We'd love to hear from someone who is passionate about the impact that Arts and Culture has and is looking for a new challenge. If you have a background in programming, commissioning and creative education, you are inspired by island communities, as well as being a fantastic people manager - we want to hear from you.

Thank you for your interest and we look forward to your application.

*Graeme Howell*  
Chief Executive, Shetland Arts

## ABOUT SHETLAND ARTS

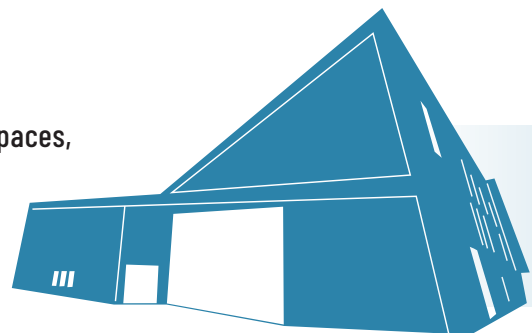
Founded in 2006, Shetland Arts Development Agency (SADA) is a well-established arts organisation in a unique location. From exhibitions of local, national and international significance to support for emerging artists and makers; from experimental classical concerts to variety shows celebrating Shetland's rich cultural heritage; from new dance commissions by professional Shetland artists to supporting local community theatre and drama groups; from students pursuing professional qualifications to life-enhancing use of arts for wellbeing - Shetland Arts does a lot.





## We own and manage a range of facilities;

**Mareel:** An arts centre with an auditorium, cinema screens, education spaces, rehearsal rooms, film production facilities, retail space and café with a diverse programme of performance, music, workshops, learning, film and wellbeing.



**Bonhoga:** A craft centre, gallery, café and retail space showcasing Shetland craft, touring exhibitions and an exhibition platform for students studying at UHI Shetland.

**The Booth:** Managed by WASPS, providing space and accommodation for artist residencies.



**The Garrison Theatre:** Owned by the Shetland Charitable Trust but managed by us, The Garrison hosts both professional and community drama performances.

Our founding document commits us to the promotion and the education of the resident in Shetland in eight artforms; dance, drama, music, new media, film, literature, visual art and craft. Our activity strands cover Youth Arts, Education and Learning, Arts and Wellbeing, Sector Support, the Artistic & Cultural Programme and our Civic Role.

We measure the impact of our work based on **six key social outcomes**. Our focus is on improving:

- 1 **Quality of Life** – through greater access to creative and social experiences.
- 2 **Opportunities** – through developing new skills.
- 3 **Confidence** – through opportunities for self-expression and community involvement.
- 4 **Inclusion & Equality** – through an appreciation for diverse cultures and lifestyles.
- 5 **Mental & Physical Health** – through active involvement in creative and social experiences.
- 6 **Community Resilience** – through diverse creative economy.

Through these outcomes, we are dedicated to ensuring that our activities have a positive, long-term impact on the people and communities we serve.

# Shetland *arts*



## ABOUT THE ROLE

<b>Role</b>	Director of Creativity & Impact
<b>Department</b>	Creativity & Impact
<b>Competency Level</b>	Advanced – Senior Management
<b>Rate</b>	£50,000 - £60,000
<b>Reports to</b>	Chief Executive
<b>Responsible for</b>	Creative Project Manager(s) Education & Outreach Manager Retail & Bonhoga Manager
<b>Key Relationships</b>	Senior Management Team, Board of Shetland Arts, Stakeholders, Staff Team, Customers, Hirers, Freelancers, Promoters, Academic Partners, Students, Creative Community, Voluntary Sector and Business Community, National and International Partners.



### Principle Aim:

The management and performance of the Creativity and Impact section within Shetland Arts. Overseeing the delivery of all artistic and creative activity including learning and outreach. Working as part of a team that establishes an excellent reputation for service, quality, integrity and experience across all of Shetland Arts' activity.

The Senior Management has primary responsibility for the delivery of SADA's Social Outcomes, its artistic ambition and financial success, as well as a role in shaping SADA's strategy, along with the Board of Trustees. The Senior Management also has broad responsibility for the successful operational delivery of the organisations work plan.

The behaviours of the Senior Management team are defined in SADA's Competencies document.





## Functions and Responsibilities:

The following gives an indication of the functions and responsibilities that the post may involve. The list is 'top level' and the detail that goes into its delivery sits with the post holder, their direct reports and colleagues.

**Programming  
Education  
Retail**

**Commissioning  
Evaluation  
Local Partnerships**

**Impact  
Reporting  
Development**

**Outreach  
Sector Support**

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## What you will do:

The following gives an indication of the duties that the post may involve. The exact nature of these duties will change over time and the post holder will be expected to work flexibly and carry out any work that is reasonably required.

- 1** Operate as a member of the Senior Management Team always embodying the relevant behaviours and competencies.
- 2** Effectively deliver all functions that relate to your section.
- 3** Responsible for creating and maintaining the workplan for Shetland Arts.
- 4** Authorised signatory for expenditure across the Creativity and Impact section and Shetland Arts as agreed by the board in Authorities Schedule.
- 5** Lead the Creativity and Impact team, ensuring its effective contribution towards meeting Shetland Arts' objectives.
- 6** Ensure that staff within the function have the appropriate training and knowledge to carry out their duties by appropriate appraisal and objective setting, delegation of tasks, feedback and coaching.
- 7** Ensure all HR policies and procedures are followed including carrying out staff appraisals and development reviews and leading on recruitment for the section.
- 8** Coach colleagues and staff in all matters relating to the Creativity and Impact section in order to build capacity.
- 9** Ensure all relevant information is communicated effectively internally and externally and support the Sales & Communication function as requested.
- 10** Operational duties assigned to the Senior Management team, include, but are not limited to, being on call or an assigned key holder for a Shetland Arts facility.
- 11** Contribute to strategic development as an active member of the Senior Management Team.
- 12** Support an organisational culture of learning and continuous improvement by leading by example through your own personal and professional development.
- 13** To undertake such other responsibilities as shall be assigned from time to time by the Chief Executive.





## COMPETENCIES

### Leadership & Management



You create and communicate a compelling, ambitious vision for Shetland Arts.  
You deliver significant measurable improvements.  
You plan for the skills and capacity requirements to deliver our ambition.

### Communication



You deal confidently with leaders and colleagues from funders and stakeholders.  
You effectively communicate Shetland Arts' strategic goals.  
You consider any barriers to communication and work to overcome them.

### Customer Focus



You develop mutually beneficial relationships with funders and stakeholders.  
You promote an environment of exceptional customer service.  
You can explain who all our customers are and support staff to respond appropriately.

### Planning and Organising



You can translate complex goals into practical long-term plans.  
You set organisational priorities and communicate them clearly.  
You manage and mitigate strategic risks.

### Team Working



You create an environment of mutual support and collaboration.  
You work collaboratively with funders and stakeholders to ensure maximum impact.  
You listen and respond to feedback from colleagues.

### Organisational Awareness



You promote Shetland Arts' role in the sector.  
You maximise all opportunities in line with Shetland Arts' strategic plans.  
You have an appropriate understanding of the Political, Economic, Social, Technological, Legal and Environmental pressures on Shetland Arts.

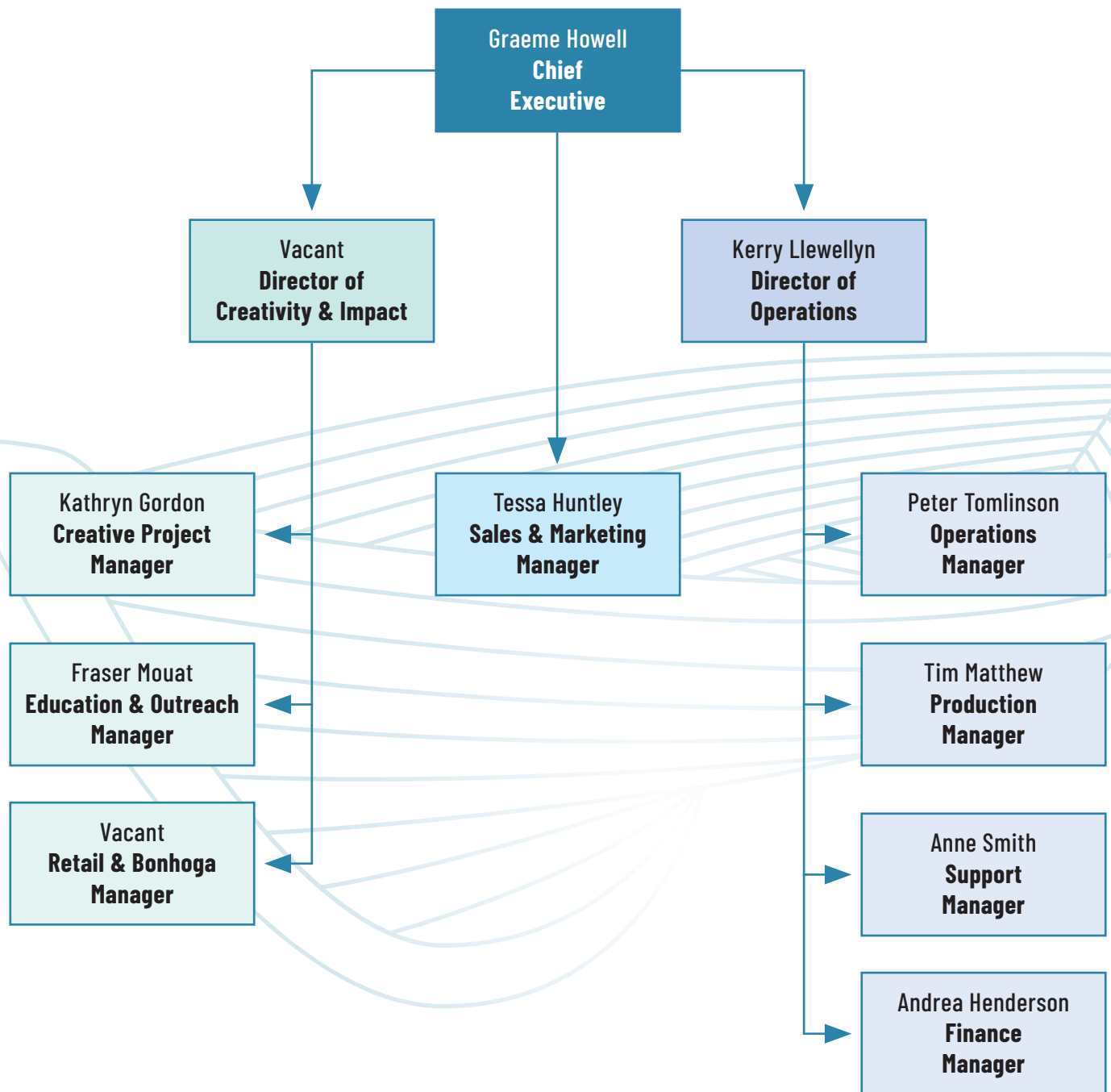


## PERSON SPECIFICATION

	Essential	Desirable
<b>Personal features and qualities</b>	<ul style="list-style-type: none"> <li>• A creative team player</li> <li>• Flexible, adaptable and responsive</li> <li>• Organised and good at working to meet tight deadlines</li> <li>• Willing to work flexible and or unsociable hours, when and where required</li> <li>• A passion for the accessible presentation of culture</li> <li>• A passion for delivering high levels of Customer care</li> </ul>	
<b>Relevant experience</b>	<ul style="list-style-type: none"> <li>• Substantial experience of programming and / or commissioning</li> <li>• Experience managing staff teams and budgets</li> <li>• Experience of coaching / training staff and volunteers</li> <li>• Experience of evaluating and reporting Social Impact</li> </ul>	<ul style="list-style-type: none"> <li>• Non-profit / social enterprise experience</li> <li>• Experience of working as part of a Senior Management.</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Relevant degree level qualification</li> <li>• Willing to commit to further appropriate study</li> </ul>	
<b>Skills, abilities and knowledge</b>	<ul style="list-style-type: none"> <li>• An understanding of how art contributes to broader society</li> <li>• Experience in influencing decision makers at the local and national level</li> <li>• Ability to prioritise workload</li> <li>• Experience of line managing and supervising staff</li> <li>• Ability to apply standards consistently</li> <li>• Ability to take critical decisions under pressure</li> <li>• Ability to design new processes and procedures</li> <li>• Excellent communication, motivational and team working skills, a high degree of flexibility and good problem solving and co-ordinating abilities to resolve unusual or unexpected situations</li> <li>• Proven ability to manage and deliver multiple projects within budget and tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Well networked in the creative communities of the UK</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• A proven commitment to equality, diversity and inclusivity</li> </ul>	Current driving licence & / or access to own transport.



# SHETLAND ARTS ORGANISATION CHART







## ACCESS AND SUPPORT

We acknowledge structural inequality exists, in our sector and our organisation and commit to participating in change. Building a more diverse, equal and inclusive organisation will make us stronger and more resilient, able to adapt, grow and respond to the changing needs of both our island community and our industry. We actively promote equality of opportunity for all with the right mix of talent, skills, and potential, and welcome applications from a wide range of candidates.

If you require any reasonable adjustments to be made to enable you to attend interview or to perform at your best, this should be discussed at the point of invitation. We are happy to make reasonable adjustments and will make our decision based on an individual's circumstances.

## TERMS & CONDITIONS

- Salary: £50,000 - £60,000
- Contract: Permanent, full time
- Location: Mareel, Lerwick, Shetland, ZE1 0WQ
- Holidays: 33 days per annum (including public holidays)

## BENEFITS

- Exceptional CARE (Career Average Revalued Earnings) salary pension scheme.
- Relocation package: Up to 10% of starting salary to a maximum of £5K.
- Discounts in our Shetland Arts retail spaces.
- Free cinema tickets every Tuesday, Wednesday and Thursday.
- Access to an Employee Assistance Programme provided by Health Assured - a 24/7 helpline offering support and guidance for mental health and wellbeing.
- Additional leave for voluntary activities.







## HOW TO APPLY

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We consider this role to require one full-time individual but would welcome a discussion around flexible working if desired.

Upon receipt of your application, you will be asked to complete an equal opportunities monitoring form, which will be kept securely and separate from your application, it will not be seen by the panel and does not form any part of the assessment of your application.

This process and timetable can be changed at the full discretion of Shetland Arts in response to applications.

To apply for the Director of Creativity & Impact position, please submit

- A CV including the details of two referees (who will not be contacted without your prior consent) - maximum 2 sides of A4.
- A supporting statement addressing the criteria in the person specification and your motivations for applying - maximum 2 sides of A4.

Applications should be sent to [jobs@shetlandarts.org](mailto:jobs@shetlandarts.org)

To arrange an informal chat about the role with Graeme Howell CEO, please contact [anne.smith@shetlandarts.org](mailto:anne.smith@shetlandarts.org)

Closing date for applications: **Wednesday 30 July 2025**

Interview date **Wednesday 6 August 2025** online or in person at Mareel.

Any offer to a successful candidate will be conditional upon:

- Pre-appointment checks including receipt of at least two independent references.
- Verification of identity and Right to Work in the UK to be produced if requested post interview.

### PVG Scheme Membership

This post is subject to membership of the Protecting Vulnerable Groups (PVG) Scheme. The successful candidate will be required to join the PVG Scheme and undergo the relevant checks prior to commencing employment. This will be managed by Shetland Arts in line with current safeguarding legislation.

We look forward to hearing from you soon.



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Funded by



# Shetland arts