



Client Relationships Director Information Pack

May 2021



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Welcome

Thank you for your interest in joining our team. Below you will find some details on thrive followed by what we are looking for in the person to fill this post.

Our Chief Executive, Fiona Bell is on the recruitment panel for this position. Therefore, if you have any specific questions after reading this information or want to know more about what the job is like, our Client Relationships Executive, Claire Rose Canavan would be happy to have a chat with you. You can contact Claire Rose at client@wewillthrive.co.uk.

Overview of thrive

We are Thrive Audience Development and we've been around since 2004 working with arts, heritage and cultural organisations across Northern Ireland to build relationship with their audiences, visitors, and the public.

We are a team of six based in the Crescent Arts Centre in Belfast. We work hard, and are passionate about driving audience-led change throughout the cultural sector. No two days in thrive are the same and that diversity of what we do and who we do it with makes for an energetic and stimulating workplace. And the culture of the organisation is as important to us as the work we do. New ideas, open communication and a dedication to personal and professional development are values that we hold dear. We want to learn, improve, change and most importantly, have an impact.

We offer flexible working, a company pension scheme, 25 days of annual leave and 11 statutory days. Plus you get an extra day of annual leave for every year you work in thrive and a day off each year to celebrate your birthday.

We are now looking for a new Client Relationships Director, who will help to take thrive on the next exciting stage of its journey, as we develop a new three-year strategy. If you feel you have the relevant skills and experience, share our passion and values, and are inspired by the role, we would very much like to hear from you.

What thrive does

Thrive are the audience development experts for cultural and heritage organisations in Northern Ireland. And we have developed our own language around what that means in reality. For us, the focus is on building and protecting relationships with people – be they audiences, visitors or participants.

And good relationships are built on communications, trust, and respect. To build effective relationships you've got to listen, to find out about people's lives and needs and use that at the heart of all your activity to shape what you do, when you do it, and how you communicate it. This is easier said than done.

The cultural sector is full of brilliant creative people with a passion for their art and cultural expression but cultural organisations are often small and under-resourced. So being able to get and use insight about people's lives and make the changes needed can be hard.

That's where thrive comes in. We offer a range of products and services that help organisations get the insight they need and the support to make people-led change.

We receive core funding from Arts Council NI which means we can give a lot of this support for free and we have diversified our income across other funders and paid-for contracts. We work across Northern Ireland with arts, heritage and cultural organisations and the people who work with, and in, those organisations. We offer sector support that makes a difference and helps arts, heritage and cultural organisations positively impact Northern Ireland's society.

Who we work with

We work with arts, heritage and cultural organisations of all shapes, sizes and remits from across Northern Ireland. We are lucky to work with organisations who create and present dynamic and stimulating arts, heritage and cultural content that meets the needs of many different types of audiences.

We work with those who fund and shape cultural content, as well as those who transform the funding into work that makes a difference to people's lives every day. We nurture our relationships through how we support organisations and individuals. We take no relationships for granted and always strive to make an impact and improve what we do.

Here are just some examples which give a flavour of the diversity of the projects we deliver and the people we collaborate and partner with across our work.



Insight and data

We've worked with Derry City & Strabane and Donegal County Councils to deliver a comprehensive baseline of cultural engagement across the North West. This provided completely new data and insight that is now shaping cultural strategies and activity in both areas.

We've spoken to thousands of arts, heritage and cultural audiences across Northern Ireland to see how Covid has changed their lives and the part culture plays in their lives through our **After the Interval** and **Culture Beyond Covid** projects. We are using this insight to help cultural organisations reset their audience relationships as we move out of the current health crisis.



Audience development

We were part of **The Late Shift** project that created late night events in 9 regional museums across Northern Ireland and attracted a new audience to appreciate what local museums have to offer.



Communications

We've worked with EastSide Arts Festival in Belfast to help them segment their audiences to their festival and design a customer-led communications strategy which resulted in a significant increase in ticket sales.



Partnership

We are delivering a major business support programme for the Northern Ireland heritage sector, with our partners Arts & Business NI. The programme is funded by the National Lottery Heritage Fund.



Impact measurement

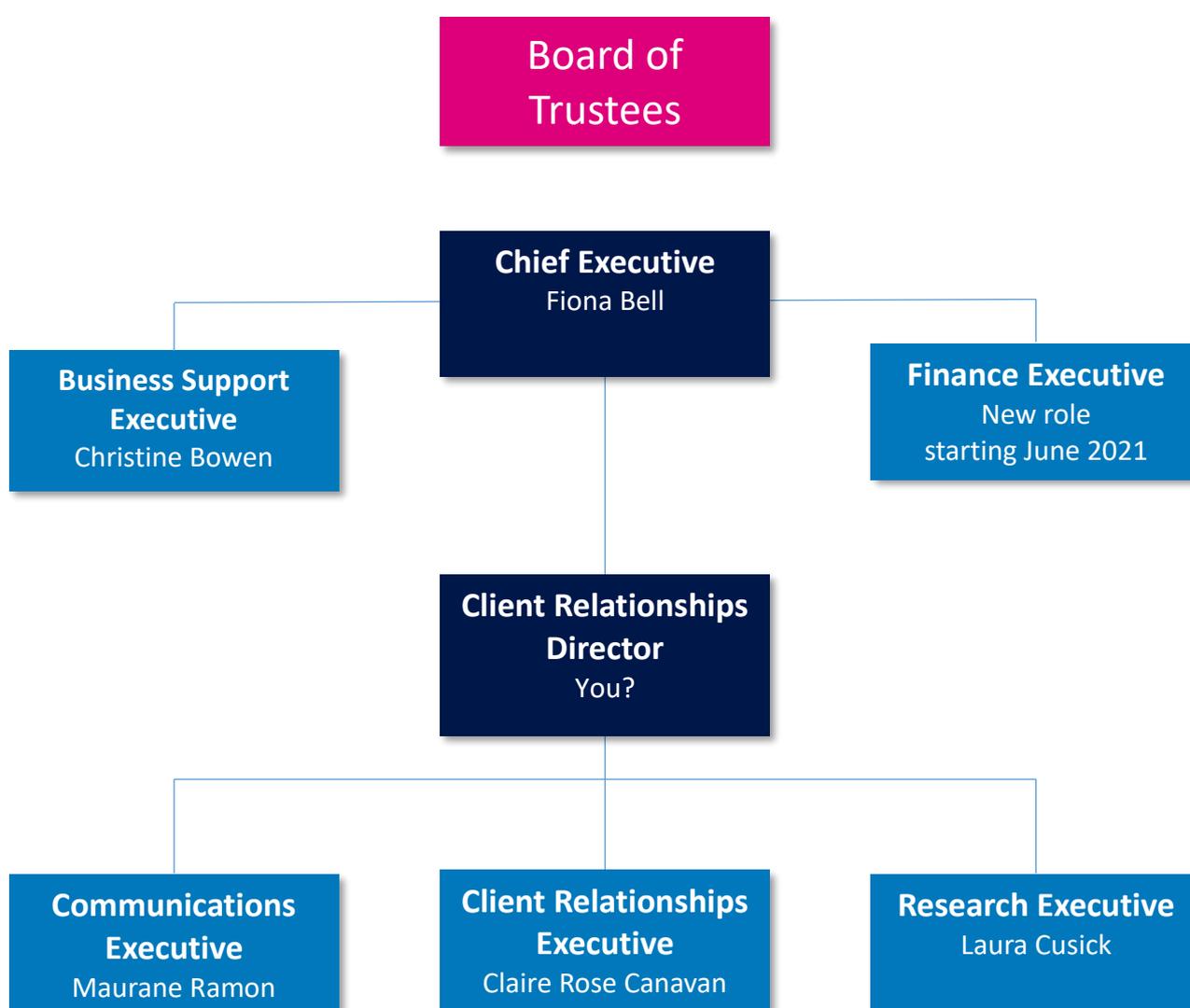
We have designed evaluation frameworks and data collection processes for Belfast Community Circus School, among others, to help them tell the story of their impact on the lives of adults, children, and young people.

Our team

Thrive has a staff team of six who deliver a busy programme of projects and services across Northern Ireland.

We operate a matrix staff structure i.e. although people have specialist skills and areas of responsibility, each project or piece of work will use the right team members at the right time. This prevents silo working, gives our clients access to the best expertise we have and develops staff.

In addition, we work with freelancers on a project basis to enhance our skills and knowledge and we regularly collaborate with other cultural organisations to amplify the impact we make.



[Click here to find out more about the team.](#)

Purpose of Client Relationships Director role

Our Client Relationships Director is the person in charge of developing and delivering on our relationships with arts, culture and heritage organisations.

The role is at the heart of thrive's success, as it shapes how we respond to the shifting needs and wants of our customers. The Client Relationships Director will shape our products and services, making sure the support we offer is up to date and can deliver audience-led change.

You will make sure make sure our work is of the highest standard, and will inspire and enable clients to meet the challenges of funding, constant change and shifting audience demands.

You will also manage 3 members of the team: the Client Relationships Executive, Research Executive and Communications Executive. Our people are our greatest asset, so you will need to support and develop them, promoting a strong team culture and a happy workplace.

You will be part of the Senior Leadership Team contributing to both the strategic development and operational effectiveness of thrive. Your key relationship will be with the CEO.

This is the role for you if you love talking to people and helping them take a step back from the daily grind to really see where they want to get too. We need someone who is curious – and knows how to ask the right questions from our clients to really get to the core of the challenge they need to overcome.

You will understand the challenges our clients face working in the cultural sector and be passionate about helping them to make a difference.

Role specification

Below you will find details on the main elements of the role.

Company development

- Constantly innovate for clients, staying across emerging trends and thinking and translating that into our products and services – as well as constantly evolving and improving ways to delight clients.
- Understand thrive data and influence how that becomes useable insight across the organisation to have the maximum impact in the cultural sector.
- Stay up to date with opportunities for partnerships and collaborations, and proactively nurture these relationships.
- Bring “added value” to the cultural sector, and at all times champion an audience-led approach.

Client relationships

- Proactively develop relationships with arts, culture and heritage organisations through understanding their collective and sectoral needs.
- Inspire the rest of the thrive team - by helping us to understand what our clients need and establishing a clear brief with the right project team for successful programme delivery that delights our clients.
- Manage agreed key funder, client and stakeholder relationships. This includes ensuring contracts, funder agreements and service level agreements are delivered to the agreed specification, within budgets and timeframes, and resolving conflicts or managing changes as they occur.

Product development

- Champion best quality in thrive’s products, services and events and align all content with our priorities and evaluation framework.
- Make sure all thrive products and services are informed by customer need and have client insight at the heart of their development.

Income generation

- Grow and develop thrive’s client base to meet organisational, including financial, targets.

People development

- Line manage the Client Relationships Executive, Research Executive and the Communications Executive – creating meaningful opportunities for them to reach their full potential and deliver for thrive, ensuring a constructive culture of performance feedback.
- Lead multi-functional teams and manage resources to meet both ours and clients' objectives.

Impact

- Be passionate about making a difference in your work and lead others to do the same – by focusing project teams on the outcomes of thrive's work and how that can be effectively measured and demonstrated.
- Inspire others about the importance of audience-led change.
- Lead on developing measurement and evaluation methods and ensuring these are implemented to support us to evidence thrive's impact to internal and external stakeholders.

This is not an exhaustive list and duties will arise that the Client Relationships Director will be required to deliver.

Person specification

This section outlines the experience, knowledge, skills and attributes we require for our next Client Relationships Director.

It is your response to each of these criteria that will determine whether you are invited to interview. We appreciate not all applicants may fulfil all criteria and we will take this into account at the shortlisting stage.

Experience and skills

- Experience of working with both individuals and organisations in the arts, cultural or heritage sector in Northern Ireland, Republic of Ireland or the rest of the UK.
- Experience of working in a leadership role, developing staff or volunteers, and contributing to a learning and development culture.
- Experience of working at a strategic level within an organisation, whilst managing a complex operational programme.

Knowledge

- Understands the principles of audience development and audience-led change.
- Understands the principles and process of evaluation, including outcomes and impact measurement.
- Understands the challenges and opportunities of organisations and individuals working in the arts, culture and heritage sector.

Decision-making

- Able to use logical and creative thinking to solve problems and make decisions.
- Able to analyse data and produce information to plan and develop services and make decisions.

Influencing

- Able to express ideas persuasively.
- Good teamworking skills, particularly in developing and maintaining effective partnerships.

Communicating

- Able to communicate clearly (both in writing and verbally) with small and large groups, and to a range of people.
- Shows active listening skills and uses skilful questioning to ensure issues are understood.

Financial literacy

- Able to manage budgets and monitor performance against targets.
- Able to accurately cost proposals and tenders.
- Able to identify income generation opportunities that fit with the values and purpose of thrive and provide a sufficient return on resources.

Terms and conditions

The salary is £35,000 per annum. This is a permanent role.

Thrive has a remuneration and reward process which will be outlined as part of the induction process. We offer flexible working, a company pension scheme with 5% employer contribution, 25 days of annual leave and 11 statutory days.

You also get an extra day of annual leave for every year you work in thrive (up to a maximum of 5 days) and a day off each year to celebrate your birthday.

We work 37.5 hours per week. We are currently working from home and expect a phased return to the office within government Covid-19 guidelines.

Disclosures

Thrive will seek confirmation that the successful candidate has the right to work in the UK. Any offer will be made subject to verification of right to work and obtaining positive references.

Referees will not be contacted until we have permission to do so.

Process

Please complete the application form and return to recruitment@wewillthrive.co.uk by **12pm on Monday 14 June 2021**.

Late or postal applications will not be accepted.

Applications will be acknowledged.

Blind shortlisting will take place on 17 June 2021. **The shortlisting panel will only see the criteria as addressed by each applicant.** The shortlisting panel will not be supplied with any information that can identify the applicant.

All applicants will receive a response by 18 June 2021.

Those selected by the shortlisting panel will be asked to attend an interview that will take place via Zoom on Thursday 24 June 2021.

Should you not be able to attend interview on that date, **an alternative date will only be provided if the panel do not appoint following interviews on 24 June.**

The interview panel are:

- Fiona Bell, CEO, thrive
- Lee Robb, Independent Panel Member
- Brona Whittaker, Head of Arts, Arts and Business NI

Interviews will last approximately 45 minutes. Second interviews will only be held if required.

Equality and diversity

We strive to ensure that opportunities to work with thrive are open to all. We treat all job applications equally, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation and any other equality characteristics.

We particularly encourage applications from people who identify from ethnic backgrounds, LGBTQIA+, d/Deaf, disabled, neuro-diverse, have long-term health condition/s or are from a lower socio-economic background, as people from these groups are currently underrepresented in the cultural sector.

Thrive will address any access requirements provided on the application form.

Find out more about thrive



wewillthrive.co.uk



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