

**mac**

Midlands Arts Centre

**Deputy CEO & Director of Commercial and Operations**

£45,760 per annum

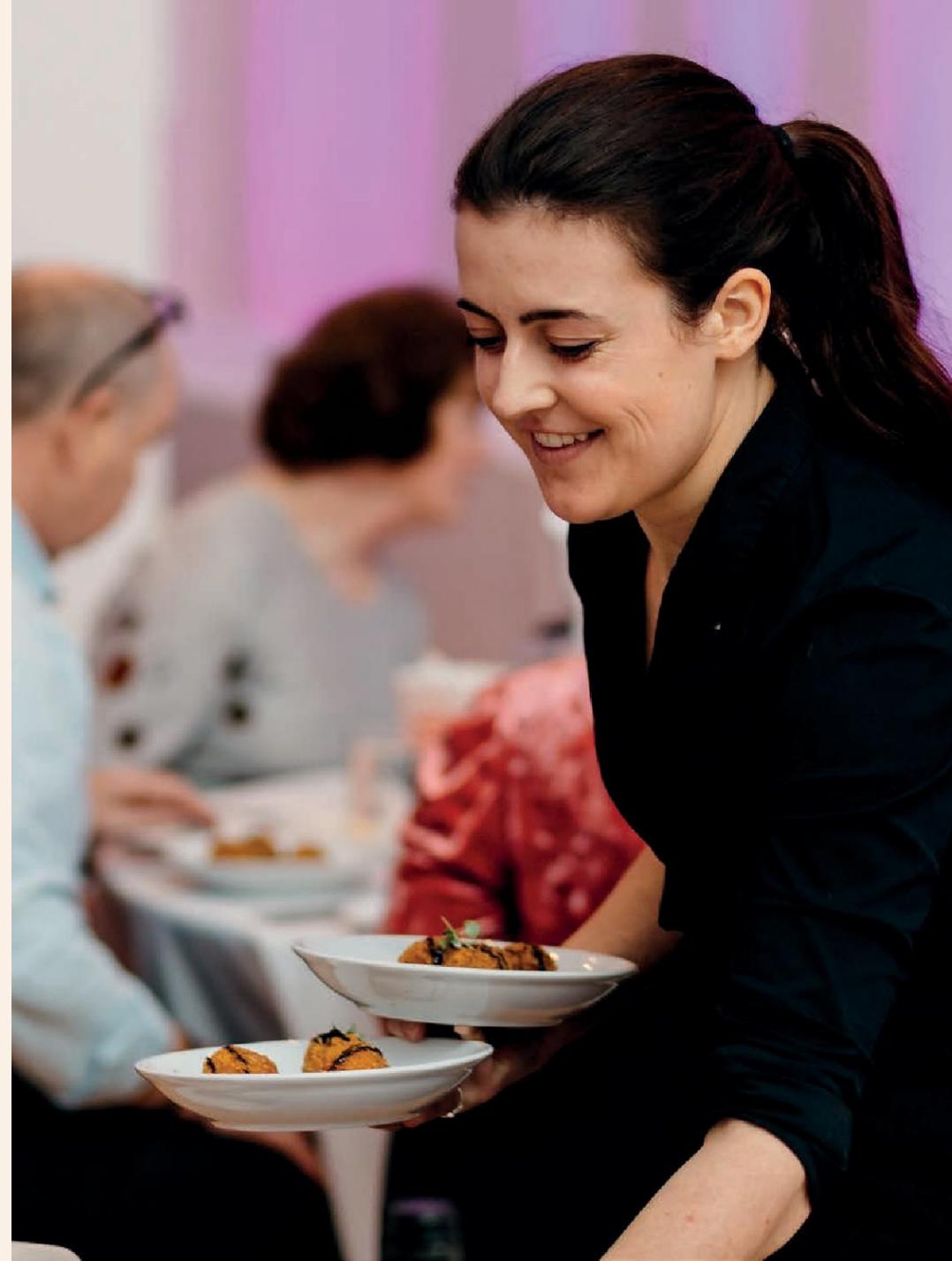
Full Time 37.5 hours per week

Permanent

Located at MAC, Cannon Hill Park,

Birmingham, B12 9QH

Reporting to CEO



It is an exciting time to be joining us as 2022 marks MAC's 60<sup>th</sup> anniversary. Since 1962, MAC has grown to be one of the UK's busiest and most diverse arts centres, with 1 million visits annually, prior to the pandemic.

The Deputy CEO & Director of Commercial and Operations takes lead responsibility for all aspects of income-generating activity related to catering, events hire, operations and customer facing functions. This requires an individual with a strong strategic approach and an excellent knowledge of the day-to-day running of a multi-use venue.

The major priority in the forthcoming years is to rebuild vital sources of earned income, with a strategic focus on MAC Trading, the arts centre's commercial arm feeding back income to the Charity, therefore your confidence in commercial management is essential. You will have experience in increasing profitability, implementing, and communicating dynamic and robust business plans. Operationally you will also have a strong proven track record of managing performance of a variety of teams and a knowledge of venue management, capital development, licensing & legal responsibilities, procurement, contracts and Health & Safety.

## About MAC

MAC is a large, fully-accessible, purpose built multidisciplinary arts venue situated in the beautiful surroundings of Cannon Hill Park. We offer an independent cinema, three theatre spaces, an outdoor arena, galleries, rehearsal rooms/dance studios, meeting rooms and a new café, KILN and bar.

MAC is a National Portfolio Organisation (NPO) of Arts Council England with additional financial support from The People's Postcode Lottery. MAC is an entrepreneurial organisation, prior to the pandemic our turnover was £5 million, with 80% raised from earned income streams. We are proud to have good relationships with stakeholders such as Arts Council England and The People's Postcode Lottery as well as other key local trusts and foundations that support the charity's creative ambitions.

MAC is a 'doing and making' venue that accommodates a range of specialist studios for the extensive Learning and Participation programme offering daily classes from textiles and ceramics to animation and yoga led by professional artists. We are proud to be a long-serving Birmingham brand contributing to newly commission work through our extensive talent development programmes. MAC Makes Music programme focuses on inclusive music making, taking our award-winning programmes to pupil referral units, special needs schools and early years settings.

In 2019/20 MAC was rated 'Outstanding' by Arts Council England for the Creative Case for Diversity. We are honoured to be recognized on a regular basis nationally for our commitment to diversity and access. Inclusivity underpins all our strategic decisions across the organisation from staff, audiences and artistic programme as well as the venue's physical development.

MAC is operated by Midlands Arts Centre, a non-profit-distributing company limited by guarantee, Registered in England No. 718349.

## Upcoming Priorities

The priority of this post in the forthcoming years is to focus on Trading in particular catering and the opportunities that arise from the versatility of the venue through events hire and future capital development. MAC's ability to raise potential income from the visitor experience is business critical. It is essential that earned income begins to rebuild to pre-pandemic levels and contributes positively to the Charity. Since May 2021 the venue has been adapting to a new café model and focusing on expanding other food and beverage cost centres. External factors (food costs, supplier issues and staffing etc) continue to dominate so a flexible, adaptable approach to planning, negotiation and teamwork is important.

# Job Summary

The Deputy CEO is one of five members of the Senior Management Team (SMT). The Deputy CEO will report to the Chief Executive and Artistic Director and to the Boards of Midlands Arts Centre and Midlands Arts Centre Trading. They will deputise in the absence of the Chief Executive and Artistic Director but will not be expected to fulfil aspects of the Director's role that relate to arts production, programming, fundraising/development and marketing/communications.

The Executive Team works closely together overseeing the arts programmes, customer services and business activities of the centre as mutually supportive and inter-dependent. The Deputy CEO has responsibility for development and management of all aspects of MAC's Commercial and Customer facing activities within the powers delegated by the Boards and CEO. Specifically, this includes Trading activities comprising of Catering, Conferencing and Hires, Retail, Front of House, as well as Technical Resources, Facilities Management and the IT infrastructure. This incorporates full participation in business planning and control for both the charitable parent company and its wholly owned subsidiary trading company.

The post holder is the Designated Premises Supervisor overseeing the Premises Licence for the Centre. They are also responsible for overseeing relevant commercial and contract services provided to, or on behalf of, MAC.

Working closely with the Chief Executive and Artistic Director the post has principal responsibility for the direct line management of:

- Head of Catering Operations
- Head Chef
- Head of Sales and Events (with Retail)
- Head of Technical Resources
- Head of Customer Services
- Head of IT
- Contractors as appropriate.

## Key Responsibilities

The principle duties of the post are:

1. To play a full part in the Senior Management and Management Teams' role in the planning and control of MAC, its services and development, and to advise the Boards directly on policies and strategies within their areas of responsibility;
2. With the support of relevant Managers, ensuring the effective management of MAC's non-artistic services, in particular sales & information, catering and hospitality, technical and building resources, retail and event hires, to both provide high quality services to the public and to secure a significant level of net income;
3. With the support of the Director of Governance and HR and Head of HR to oversee the departments under their management;

4. To lead on Health and Safety Management across the organization;
5. To ensure the effective management of the Customer Services departments, including resource budgeting, control and accurate and timely reporting as required;
6. Supporting the Director of Governance and HR, Head of HR, Head of Admin and the Finance Director in supervising effective financial, administrative and personnel procedures in the line managed departments;
7. Together with the Head of Marketing instituting, and supervising customer service standards and developing procedures for monitoring, evaluating and improving customer satisfaction;
8. To oversee the efficient security, cleaning and maintenance of MAC's buildings and other assets;
9. Act as the Designated Premises Supervisor for the Premises Licence;
10. To oversee the IT infrastructure and management working closely with the Head of IT;
11. To lead the Environmental and Sustainability policy and practice.



- Ensure that a systematic programme of risk assessments is delivered across MAC and activities ensuring the safety of visitors and staff;
- Lead of RIDDOR reportable incidents and investigations;
- Ensure that effective security systems and emergency response procedures are in place for MAC and these are regularly tested.

## People Management

- Support and facilitate the two-way communication with the wider team, nurturing a culture of inclusion, dignity and respect;
- Work with staff in direct line management to develop and implement departmental plans which ensure the attainment of the organisation's overall goals;
- Supervise the appointment and direct the work of all staff responsible; undertake regular appraisal of their work; and ensure their proper training and development.

## IT

Working with the Head of IT ensure that:

- The IT infrastructure is updated in line with the requirements of the business and is maintained as required;
- The Cyber Security systems are up to date.

## Equality, Diversity and Inclusion

- All staff are expected to further, promote, and ensure the implementation of the equal opportunities, diversity and safeguarding policies of MAC.







## Job Description Note

The job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes in legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

Weekend and evening work will be required on occasions.

## How to Apply

To apply for this post please follow the link [here](#) and follow the application process, ensuring you answer all questions.

Please note that all applications are anonymised during the shortlisting stage. Any attached CVs will not be used at the shortlisting stage, so please ensure you complete the application fully and include all of your experiences, qualifications and any skills you have that would help us when considering you for this placement.

## Deadline

All applications must be received no later than midday on **Monday 6 June 2022**. Late applications will not be considered.

## Shortlisting

Shortlisted candidates will be informed at the latest by **Friday 10 June 2022**.

## Interviews

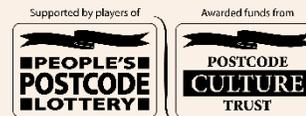
Shortlisted candidates will be invited to interview on **13 or 14 June 2022**.

## Contacting applicants

Following the application deadline, we will contact all applications to confirm the outcome of their application. We are unable to respond to requests for feedback at this stage due to the high volume of applications we receive.



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Cannon Hill Park, Birmingham, B12 9QH

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Photo: Tom Bird