

# FREEDOM FESTIVAL ARTS TRUST IS RECRUITING FOR A FESTIVAL DIRECTOR

The Freedom Festival has a local, national, and international reputation of excellence, with a central mission to expose social injustice through performance art. Building upon nine successful years the Trustees are looking to recruit a passionate visionary to move our team towards a brand new chapter of success.

The talented and ambitious Festival Director will help us to refresh, develop and drive forward a year-round arts engagement programme, as well as commission and produce the annual artist extravaganza, Freedom Festival.

Closing date: 31st May 2024



festival





## MESSAGE FROM THE CHAIR

Dear Applicant,

Thank you for your interest in the role of Festival Director for Freedom Festival Arts Trust, Hull.

We are looking for an ambitious, visionary leader, someone with the creative ability to showcase the diverse opportunities FFAT presents. They will have the experience to ensure the festival retains its reputation for imaginative delivery, presenting social justice topics important to our mission, whilst managing a portfolio of work that provides a sustainable future for the company.

We want an artistic leader who will foster cultural relationships and identify emerging talent from multi art forms to animate the key themes within the festival.

This role is an exciting opportunity for a new artistic lead to take the Trust, inspired by the reformist legacy of William Wilberforce and the wider abolitionist movement, into the next phase. Mikey Martins placed the organisation at the heart of the cultural conversation in Hull and ensured the annual Freedom Festival was a must-see part of the summer calendar.

We are looking for someone to build on this legacy and take Freedom to the next stage of its evolution, attracting and working with international and local artists, and putting our community at the heart of the work we do.

Applications are welcome from the cultural sector from those who can demonstrate relevant artistic credibility, excellence in their discipline and the ability to lead.

This recruitment pack provides more detail about the role, organisation and the area we live and work in. If you have any questions about the role, please contact Celine McKillion at [recruitment@freedomfestival.co.uk](mailto:recruitment@freedomfestival.co.uk) Celine can also help with any access requirements you may have as part of the process.

We look forward to hearing from you.

Best wishes,

Karen Hall  
**Chair, Freedom Festival Arts Trust**

# ABOUT FREEDOM FESTIVAL ARTS TRUST

Freedom Festival Arts Trust is one of the pioneer organisations in Hull's cultural revolution. Producers of Freedom Festival, the Trust is anchored in the city of Hull and influential in the global arts sector, bringing thousands of people to the city each year to experience world-class performances and exhibitions.

Freedom Festival began in 2007 as part of the bicentennial commemorations of the first anti-slavery act in parliament in 1807 and as a way of celebrating one of the city's most important politicians and his work within the abolitionist movement, William Wilberforce.

The concept of freedom is deeply embedded in everything we do at Freedom Festival. Today our work incorporates not only freedom from slavery, but much more beyond that, tackling many different types of injustice all around the world. It's important to us to give voice to often unheard communities in creative projects that highlight issues of social justice. We are always exploring what barriers to freedom still exist and how to break these down.

To find out more about our work, please see our website <https://www.freedomfestival.co.uk/>

Each year around 100,000 people come together in the centre of Hull to experience and participate in a bold and radical programme of arts in public and civic spaces. We provide memorable experiences and a chance to be a part of something extraordinary by developing and commissioning programmes that embed local people in internationally significant work. The aim is to help foster individual wellbeing, build confidence and to create stronger, more cohesive communities. From epic spectacles unfolding in public spaces, to intimate moments where audiences and artists meet - we create, curate and deliver exceptional large-scale events, small-scale happenings and many cultural programmes that bring thousands of people together each year. We invite audiences to participate in, and to experience the joy of shared cultural encounters in the hope we enhance wellbeing and foster a greater connection to place. We believe festivals, particularly in public spaces, do this best - we take our art to where the people are.

Freedom Festival Arts Trust is a not-for-profit organisation established in 2013 and is one of Arts Council England's

National Portfolio Organisations. Regarded as a leader in the field of outdoor arts, it is core funded by and works in partnership with Arts Council England, Hull City Council and the University of Hull. Key partners include In Situ, Global Streets, Circuscentrum, The Warren Youth Project, The British Council and many other vital funders, sponsors and individual supporters dedicated to the far-reaching work of FFAT.

Since 2013 we have supported over 18,000 local people as participants in year-round participatory projects, commissioned or presented 175 new works, supported 686 artists to enhance their practice, and contributed over £25m to the local economy.

The artistic programme is multi-disciplinary and collaborative across regional, national and international arts sectors. We collaborate not just with the arts sector but also with academic partners, human rights organisations, activists, educationalists, scientists, designers, engineers, manufacturers, conservationists, environmentalists and most importantly the general public.

Freedom Festival is globally connected, outward-looking and committed to learning from partners. We operate within creative, touring and commissioning networks including In Situ, Global Streets and We Live Here, and with local and regional cultural, civic and academic organisations to support the creation of new work and deliver a wealth of creative projects based on our key strategic priorities.





# ABOUT US

We champion the city of Hull, commissioning world-class art and nurturing local talent, and evidencing a tangible and enduring contribution to the social wellbeing, cultural offer and economic standing of the city.

We are a gateway to international makers, cultivating opportunities for the city to network, collaborate and be inspired. As a major cultural event, we are making a major contribution to the wider cultural development of the city and the region, actively engaged in shaping the next stage of the cultural journey with city and national partners.

Freedom Festival Arts Trust is an Arts Council Band 1 National Portfolio Organisation and receives annual investment from Hull City Council. Other income is sourced from sponsorship, trusts and foundations, EU culture funds, national touring networks, investment from international embassies and partners, and a modest income from commercial activity during the festival. Over the coming years we aim to increase our earned income to continue growing our resilience and sustainability.

We have a small core staff team: General Manager, Administration Manager, Business Development Manager, Producer, Engagement Producer and Finance Manager. We engage a wide and diverse range of freelance staff and specialists to deliver projects, manage participation and education, monitoring and evaluation, event production, health and safety and engage in excess of 100 volunteers

per year to assist with the festival and any in-year events we produce.

We are now looking for an exceptional individual to lead the organisation as Festival Director and CEO at an exciting time in the company's growth and ambitions.

# ORGANISATIONAL VALUES



Everyone can find their passion in the arts, as a viewer, as a participant, as a supporter, a volunteer and as an arts maker, and we value the creative potential in each citizen



A belief in the capacity of excellent arts and culture to change lives and communities



A belief in the power of arts and culture to transmit fundamental human values and inspire all to embrace and celebrate our freedoms



A commitment to diversity as the essence of what we mean by freedom



International outlook supports new ways of thinking, new beliefs and improves life opportunities



We are an arts organisation, rooted in the city of Hull, with the exploration of freedom as our driver



Freedom Festival is the vessel for artistic, creative and ambitious ideas to find and reach their audience



We work with artists we believe in - mentoring, commissioning and producing their work for presentation in Hull and beyond



A bold artistic vision which breaks down barriers between art/ artists and audiences and places art in public space



Audience is central in our work; we programme our output based on audience feedback but also with the ambition to challenge and excite them with work they have not yet conceived of



Arts and cultural activity can have positive economic impacts for place, helping people rise from poverty and a city to grow and become more desirable



# IMPACT OF FREEDOM FESTIVAL 2023

circa

92,000

audience members came to see

270 artists from 36 companies present

136 events

Economic impact approx. £2m

741 community participants

86 volunteers completing 886 hours

OOH reach 11.5m



Total reach **210,000**

Total engagement **61,000**

Total followers **48,338**

Overall engagement of **29%**  
(industry average 6%)

Website:

**33,000** web visits

page views **185,000**



# FESTIVAL DIRECTOR JOB DESCRIPTION

**FREEDOM**  
Festival Arts Trust

**Ambitious, enterprising and visionary – the Festival Director will be a dynamic leader who has creative ambition, fundraising prowess, and business acumen in equal measure.**

The ideal Festival Director will be a well-connected and highly regarded Senior Creative Leader with an excellent track record of curating diverse programmes for multi-generational and diverse audiences.

The Festival Director will see this role as a unique opportunity to curate a world-class, multi-art form festival which draws upon local, national and international talent. The Festival Director will programme exceptional activity which reflects the vision of FFAT, values its audiences and places Hull firmly as a destination within the festival and outdoor arts worlds.

The role will require relocation to Hull, and regular national and international travel, and the ability to work flexibly on weekends, evenings and unusual hours during busy times and the festival.

**Job Title:** Festival Director

**Reporting to:** Board of Trustees

**Reporting from:** Senior Management Team

**Hours:** Full Time - 37 hours per week. Due to the nature of the role and the projects FFAT undertake there is an understanding (particularly during the festival) of evening / weekend work. Additional payment will not be made for hours worked above normal working hours but time off in lieu will be offered.

**Salary:** £50,000 pa (pro rata)

**Contract type:** Permanent

**Benefits:** Flexible working options will be considered; Health Insurance including mental health support, dental care, discounted Gym Membership; Employee Assistance Programme; Employee cycle to work scheme.

**Travel:** You will be required to travel throughout areas local to Hull, UK and overseas as part of this job. Travel expenses will be reimbursed.

**Place of Work:** FFAT core staff work out of Suite 9, 42-43 High Street Hull, HU1 1PS. The Freedom Festival and FFAT events occur across the city at a variety of locations. We would expect the Festival Director to be based in Hull on a full-time basis.



# KEY ROLE RESPONSIBILITIES

**Vision, mission & values:** developing FFAT's vision, mission and values for approval by the Board of Trustees and ensuring these are embedded within and communicated through all aspects of the organisation's work.

**Artistic:** develop, plan and produce the artistic policy and programme for FFAT, including the festival and projects programmes, oversee the commissioning of artistic projects and develop ways to engage the Hull arts community fully in the programme.

**Strategy & planning:** devising and developing FFAT's artistic, business, and financial strategy and plans for approval by the Board of Trustees to ensure the organisation is sustainable and resilient, working within agreed annual and project budgets, and meeting the annual goals set by the Board of Trustees.

**Festival management:** oversee all aspects of production management of the festival, working with artists, arts organisations, producers, promoters' agencies and other creative partners to develop clear timelines for the festival, and ensure that appropriate resourcing in terms of people and expertise is built into project and programme plans and budgets.

**Creative engagement:** oversee all opportunities for creative engagement and participation in the festival and project programmes, working closely with the Engagement Producer to develop strategy, project activity and funding plans.

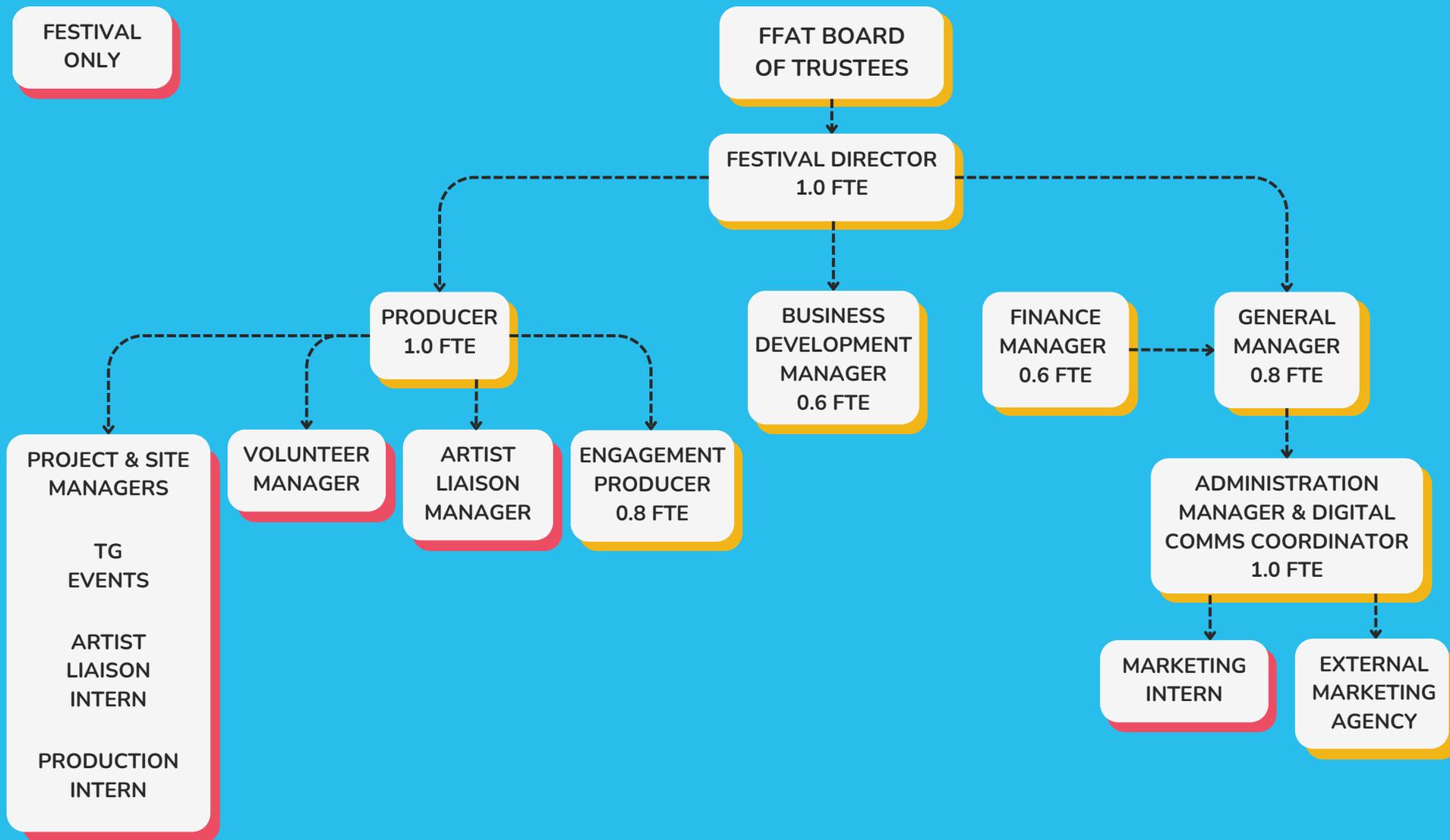
**Partnerships & reputation:** Building productive external partnerships with stakeholders and potential funders and partners which can be leveraged to the benefit of FFAT, and being an active ambassador for FFAT, building a positive reputation with audiences, stakeholders, the public and within the industry.

**Commercial & Fundraising:** overseeing income generation and the development of strategy and plans to secure commercial partnerships, sponsorship, and fundraising, and working closely with the Finance Manager to report regularly to the Board and sub-committees.

**Charity:** as a charity in receipt of public money, ensuring FFAT conforms to all relevant laws, operates within agreed charitable objectives and serves the widest community.

**Governance:** managing artistic and financial risk in a responsible manner, reporting in a timely and accurate manner to the Board, to which the post holder is ultimately accountable, attending Board and other FFAT meetings and ensuring implementation of Board decisions.

# FFAT ORGANISATIONAL STRUCTURE



# PERSON SPECIFICATION

## Essential

### Experience

- Be an established and experienced leader from within the Cultural Sector
- Have substantial experience and proven track record of programming and delivering multi-art form festivals/large scale events
- Lead on funding requests and applications and actively seek out new opportunities
- Experience of developing strategic plans
- Experience of forming and sustaining effective strategic partnerships with a range of diverse stakeholders
- Be experienced in setting and managing substantial budgets

### Demonstrable

#### Skills

- Be capable of strategic leadership, building excellent partnerships with stakeholders to deliver an exciting programme
- Be capable of designing and implementing a successful fundraising strategy
- Take into account stakeholder interests and balance charitable and commercial aim
- Lead a well-established, highly skilled and friendly team of both core and freelance staff with care and compassion
- Be committed to broadening access to the arts, to diversity and to equity
- Be task-orientated and able to meet deadlines
- Be able to work calmly and kindly under pressure
- Be confident in public speaking to represent FFAT in a professional and inspiring manner at conferences, symposiums, panels, lectures and other relevant events as they arise

#### Knowledge

- Have a deep understanding of the cultural sector within the UK and of the national/international arts climate
- Have extensive professional contacts in the cultural and outdoor arts worlds

## Desirable

- Have experience of working with/in an Arts Council England regularly funded organisation
- Have experience of developing and preparing grant applications
- Have experience of preparing qualitative and quantitative reports
- Have experience of working with a Board of Trustees



Freedom on Tour: Bridlington

# ABOUT HULL & EAST YORKSHIRE

By HEY Creative

| Area                     | Local Authority                  | Population |
|--------------------------|----------------------------------|------------|
| Kingston upon Hull       | Hull City Council                | 260,000    |
| East Riding of Yorkshire | East Riding of Yorkshire Council | 334,000    |

The port city of Hull is surrounded by the rural landscape of East Yorkshire, creating a substantial geography with a rich history of independence and innovation. The region has varying dynamics and demographics, a Europe-facing geography and multi-faceted cultural practitioners and communities. The region has recently completed public consultation on a devolution deal with central government worth £400m over 30 years. Both Hull City Council and the East Riding of Yorkshire Councils have arts development teams which support culture, oversee grants programmes, and provide other important assistance to the sector.

## HULL

Situated on the River Humber, Hull is a historical port city that has seen fortunes rise and fall over centuries, but maintains a central connection to its maritime identity. Extensive wartime destruction and the deterioration of the fishing industry in the sixties resulted in both social and economic decline from which the City is still recovering. However, an inbuilt attitude of independence and self-reliance has helped fuel an extensive multi-sectoral movement of re-imagining and regenerating Hull for the twenty-first century.

Hull's longstanding geographical, maritime and overseas trade connections have produced a city that 'keeps her face half-turned towards Europe' (Philip Larkin, 1975) and the city has longstanding historical connections with Europe, Scandinavia and further afield. Through its historical links with slavery abolitionist William Wilberforce, Hull is twinned with Sierra Leone and has had active engagement programmes over the years. Hull is also a 'sister city' to the port cities of Raleigh, Nagata, Reykjavik and Stettin; and is a member of the modern Hanseatic League, having its historical roots in the medieval trading guild linking ports across Northern Europe. Hull is also one of six Global Flood Risk Programme Cities - Miami, Mexico, Cape Town, Amman and Addis Ababa.

Hull was UK City of Culture in 2017 and experienced unparalleled cultural investment in the surrounding years. As well as delivering a transformative year of cultural experiences, City of Culture also galvanised Hull's business community who contributed funding as Business Angels and sponsors to connect with culture in new and meaningful ways. Similarly education, health and other sectors plugged into culture and experienced the relevance and joys of culture first hand.

Hull City Council are working on a new cultural strategy and are exploring an application for UNESCO City of Music designation. The Council's Hull Maritime project is an ambitious c.£30m cultural heritage programme to celebrate Hull's maritime connections and its position as Yorkshire's only Maritime City. Hull's culture sector landscape is characterised by a relatively small cohort of larger organisations (mostly National Portfolio Organisations), and a larger number of small arts companies or individual practitioners. Freedom Festival Arts Trust is an example of an organisation with established national and international reputation and connections, while many smaller companies and individuals are doing innovative work in their fields – some with regional, national and international reach.



# EAST YORKSHIRE

East Yorkshire is a predominantly rural area, stretching over nearly 2,500 km<sup>2</sup>, with an ancient and dramatic Jurassic coastline stretching from Bempton Cliffs in the North to Spurn Point at the Humber Estuary in the South. Market towns like Beverley, Driffield, Market Weighton and Pocklington sit alongside seaside resorts like Bridlington, Hornsea and Withernsea, where a comprehensive coastal regeneration programme is underway. East Yorkshire has an attractive and tourist-friendly mix of landscapes from the seaside to the Wolds; several historic towns with important buildings, sporting facilities and venues, varied habitat nature reserves and long-distance footpaths and trails. Alongside tourism, agriculture and renewable energy are key economic drivers, with some significant food-production companies also based in the region.

The culture sector in the region is characterised by a small number of independent arts organisations and individuals, alongside Council-run venues for events and performances. The East Riding of Yorkshire Council is developing strategies to expand the region's cultural offer locally, regionally, nationally and internationally.

During Hull's City of Culture year in 2017, East Yorkshire increased cultural programming for the year and maximised its cultural connections and partnership with the city. Some of these programmes generated international interest and relationships that can be further built on, and recent and upcoming exhibitions in various cultural venues are based on international artists and artworks throughout Northern Europe.

The region's towns are twinned with others in France, Germany, Poland and other European countries, and East Yorkshire is a popular visitor destination with tourists from neighbouring Northern Europe and Scandinavia. It hosts European nature and sporting events with a wide international audience.



# APPLICATION PROCESS

Please send your CV along with a supporting application that addresses the person specification. Your supporting application can be written (maximum of 3 pages) or in the form of an audio or video recording (maximum of 3 minutes). Please ensure any recordings are in MP3 (audio) or MP4 (video) format.

Please send your application to Celine McKillion via [recruitment@freedomfestival.co.uk](mailto:recruitment@freedomfestival.co.uk)

If you do not meet all of the criteria but can demonstrate strategies for how you could develop in role, we would encourage you to have a conversation with Celine before applying.

If you are currently based outside of the UK we encourage you to apply and we will discuss permissions to work with candidates before a job offer is made. FFAT can support with relocation fees where needed. For more information about rental and property prices in Hull please visit: <https://www.rightmove.co.uk/house-prices/hull>

## Deadline

5pm 31st May 2024. We will confirm if you have been invited to interview by 14th June 2024.

## Interviews

**First Round** Week commencing 24th June 2024. Please note arrangements can be made for this round to be virtual.

**Second Round** Week commencing 8th July 2024. Please note this round will be in person, meeting in Hull.

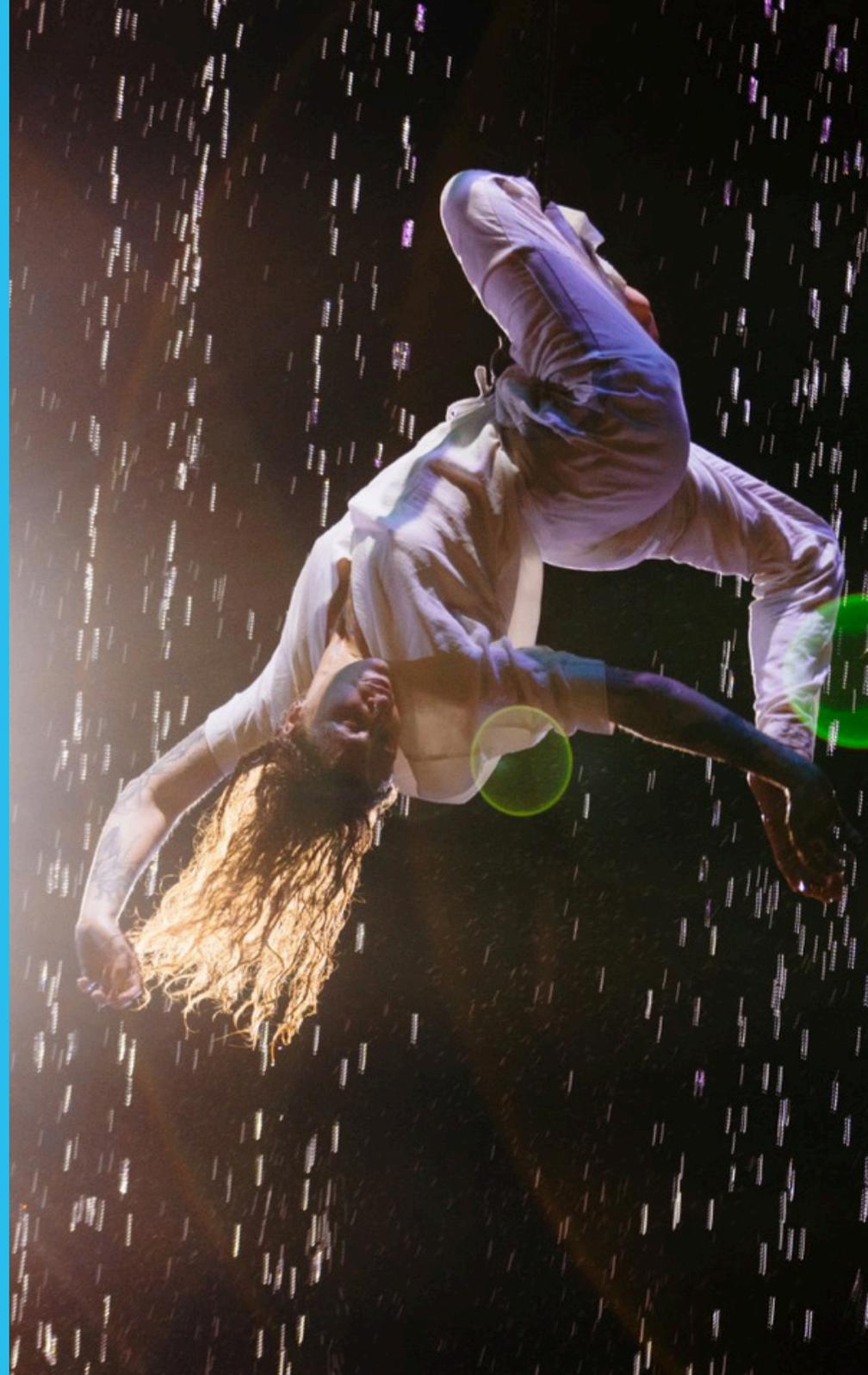
Questions will be shared in advance and reasonable travel expenses can be agreed.

## Start Date

We are looking for the appointed person to be in position by October 2024 at the latest and strongly encourage them to attend Freedom Festival 2024 from 29th August to 1st September.

FFAT are committed to being an inclusive employer and workplace and recruiting a workforce that is as diverse as the communities we serve. However you identify, and whatever background you bring with you, we welcome you to apply for this role.

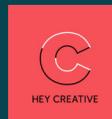
If you require any access support during the application and interview process, please contact [recruitment@freedomfestival.co.uk](mailto:recruitment@freedomfestival.co.uk) and we will make the appropriate arrangements.





Images © Tom Arran

With thanks to HEY Creative for background information  
on Hull and East Yorkshire



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