



Head of Creative Events Job Description

Context

Discover is the UK's first Story Centre for children aged 0-11 and their families, based in Stratford, rooted in the borough of Newham, and resonating through east London and beyond. We are an inspirational cultural resource, providing excellent story-based play and learning experiences for all children to support and develop a love of language, literature, and storytelling. At the heart of the centre are our purpose-built Story Worlds and Story Garden which are creative play spaces designed to inspire children's curiosity, creativity, and imagination.

Our temporary interactive exhibitions immerse families in enchanting, fantastical worlds, often working with popular authors and illustrators, from Oliver Jeffers to Michael Rosen to Julia Donaldson and Axel Scheffler. The current exhibition is *The 100 Story Hotel* created with bestselling author and illustrator Rob Biddulph.

We curate a programme of high-quality story-telling events for 0-3's, developed with writers, directors, designers and our Story Builders. Throughout the year we invite much-loved and up-and-coming authors, illustrators, poets, musicians, artists and storytellers to run workshops and events.

Alongside the offer in our venue we deliver an extensive range of activities externally, creating and running programmes or events in schools, libraries, children's centres and parks. Over the last four years Discover has delivered the Newham Word Festival and curated the children's strand of Fabula Festival for Vision Redbridge.

We run Community and Education projects that prioritise communities most in need, through long-term, year-round projects such as Mighty Mega for disabled children and their families, and Story Sandwich for local homeless mothers and children. We work with our Children's Forum to ensure that children's voices are central to our organisation and with our Teachers' Forum to ensure our schools' strategy remains relevant.

Main Purpose

The Head of Creative Events is one of eight members of the Senior Management Team. They are responsible for creating and overseeing Discover's internal family events which add to the richness of the offer for our pre-school family visitors during term-time and our family visitors during weekends and school holidays. It is an opportunity to diversify artistic product within the building, to enable author/illustrator events as part of our policy and to strengthen links with the publishing industry. In addition the role oversees the external events programme, the purpose of which is to contribute to the development of audiences; increase our grass roots profile particularly in Newham and other East London boroughs and contribute to our profile within the wider creative industries.

As a member of the senior management team, the Head of Creative Events will be expected to contribute to the development of organisational wide strategy and policy, and the overall programme and its delivery through attendance at planning and other meetings.

Responsible to: Chief Executive

Responsible for: Creative Events Manager, freelance artists, and other workers

Works closely with all members of SMT (Chief Executive, Deputy Chief Executive, Finance Director, Head of Development, Head of Learning, Head of Marketing, Head of Operations).

Main Tasks

Events

- Shape, develop, and oversee Discover's internal family events programme: research potential projects and events; assess proposals for inclusion in the events programme and communicate with organisations and individuals submitting proposals.
- Oversee and support the Creative Events Manager to develop and deliver the 0-3's internal family events strand; agreeing programme content with the CEO; recruiting freelance directors; designers and makers and working with Community and Education department and Exhibitions department to ensure that Discover's priorities and principles are met.
- Contribute to the overall development of the artistic programme.
- As part of SMT develop collaborative partnerships with other arts and creative organisations that will enable Discover to achieve its artistic ambitions.
- Manage the strategic development of partnerships with publishers, authors, and artists, supporting the Creative Events Manager who maintains many of these relationships, and ensuring that there is effective communication with other departments who also have direct connections with the sector.
- Collaborate with other departments to create innovative, multi-faceted work and to maximise its delivery potential. This includes working with the Exhibitions and Design department on literary and story-based trails and installations within Discover, and the Community and Education department on events that can work in schools and family settings.
- Seek opportunities, develop proposals, and submit tenders for appropriate external family events including local and literary festivals.
- Oversee and support the Creative Events Manager to develop family based external events and activities including agreeing themes and content, artist selection, delivery mechanisms including appropriate staffing, health and safety considerations, and risk assessments.
- Research and collate information about current events initiatives and creative projects in the creative and cultural sector.

Advocacy

- Promote Discover to a broad mix of partners and stakeholders, acting as an ambassador for Discover locally, regionally, and nationally.
- As part of SMT represent Discover at functions and meetings within and outside the building.
- Support the CEO and the Head of Development to advocate for Discover and the need for financial assistance.
- Maintain links with other creative and statutory organisations.

Management

- Manage the Creative Events Manager and freelance artists and workers as appropriate.

- Oversee the events budget, meeting income targets for external events as agreed.

General

- In conjunction with the Head of Development, create events monitoring and evaluation strategies for participants, partner organisations and staff. Ensure that data collection, sharing and storage methods adhere to legal guidelines.
- Research and collate information about current creative events initiatives.
- Take on any other duties as mutually agreed with the Chief Executive.

Please note this job description is a guide to the nature of the work required of the Head of Creative Events. It is not wholly comprehensive or restrictive and may be reviewed with the post holder as required.

Person Specification

Essential

- At least four years' experience of programming and producing events in an arts and/or literature-based organisation with a children and/or family focused context.
- Interest in a diverse range of live events.
- Experience of engaging and working collaboratively with writers, illustrators, directors, designers, makers, and other creatives.
- Excellent planning skills.
- Excellent communication skills.
- Ability to network and engage with a variety of stakeholders.
- Experience of managing staff members and freelancers.
- Experience of managing budgets.

Desirable

- Experience of scheduling and logistics.
- Good IT skills.

Type of Contract

This post is a permanent contract which is subject to a three-month probationary period. The post holder will be required to undertake an Enhanced DBS check.

Working Hours

This post is a part-time contract working 21 hours per week usually between Monday to Friday but with requirement for weekend and occasional evening work. It is assumed this will be over 3 days per week but can be flexible.

Salary

The salary is £37,331.32 pro rata (£22,398.79 for 3 days per week).

Holidays

25 days pro rata plus bank holidays pro rata.

Discover's premises are accessible.