

LANCASHIRE 2025

JOB DESCRIPTION

DESIGNATION:	Bid Director
RESPONSIBLE TO:	The Lancashire 2025 Steering Group
EFFECTIVE FROM:	May 2019
DURATION:	Fixed term position for an initial 12 months with the potential to extend if Lancashire is shortlisted

Background

Lancashire 2025 is looking to appoint a bid director on an initial 12 month contract to lead on the development of a bid for UK City of Culture 2025. The post holder will work to the bid Chairman and steering group, and will have support from Marketing Lancashire and the Lancashire Enterprise Partnership.

Lancashire has decided to bid for UK City of Culture in 2025 at a county wide level. The bid will involve multiple agencies from the county including the three universities, the cultural sector, broadcasters and the media, community groups and business.

Lancashire's cultural offer is every bit as diverse as the county as a whole. In the urban centres, cultural ecologies are enlivening old industrial settings and helping to re-shape their economies. Along the coast, culture is closely linked to longstanding traditions of leisure tourism – a core part of the entertainment industry or 'experience economy'. Inland, the beautiful natural environment provides an inspiring setting for artists and artisans, who in turn are facilitating growth in cultural tourism and rural making.

A changing population is bringing a new youthful, diverse and globally connected community, which in turn is opening up opportunities for growth and innovation in the creative economy and wider cultural sector.

It is early days in the journey of Lancashire's bid but the county has been testing support and feasibility for 6 months and there is a high level of backing from the cultural sector and agencies across the county. The anticipated timetable for UK City of Culture is to submit outline bids by early 2020 with final bids towards the end of 2020/early 2021. Lancashire is likely to be one of 10 or 12 destinations bidding for the title, which is held by Coventry in 2021.

The post holder will initially be located with Marketing Lancashire and will eventually work for the company set up to manage the bid and delivery of Lancashire 2025.

Overall purpose of the job

To be responsible for the development of a bid for UK City of Culture in 2025 on behalf of Lancashire. The successful candidate must be able to engage all stakeholders across the public, private and cultural sector, and bring together the vision in a compelling narrative. They will need to be able to win hearts and minds and drive fundraising, as well as structure the delivery mechanisms for Lancashire 2025 and commission additional elements of support.

Requirements of the role

We are seeking an exceptional individual who will lead our ambition to create a county wide bid for UK City of Culture in 2025. We believe that Lancashire has the scale and capacity to take the impact of the award to the next level, incorporating rural communities, towns and cities, as well as exploding what is meant by the term 'culture'. It is critical that we create a compelling, authentic narrative for the bid, working in partnership with key stakeholders across the county.

The initial steering group for Lancashire 2025 includes the Lancashire Enterprise Partnership (LEP), Lancashire County Council, Marketing Lancashire and the three universities (Edge Hill, Lancaster and UCLan). The pending Cultural Strategy, commissioned by the LEP, sets out a primary objective to maximise the impact that culture can have as a driver and enabler of growth and regeneration across Lancashire. The bid for Lancashire 2025 is a key part of that ambition.

The successful candidate will have:

- A passion for Lancashire
- A commitment to the role of culture in economic development
- Inspirational communication skills
- An impressive track record of leadership
- A proven approach to public and private sector fundraising
- An enviable network of regional and national senior-level influencers
- A desire and ability to shape creative opportunities and leave a lasting legacy
- A proven track record of successfully translating a vision to delivery on the ground

Job activities

1. To be accountable to the Steering Group for the strategic development of the Lancashire 2025 bid.
2. To develop the principles, vision and values of the bid and instill them amongst all stakeholders.
3. To provide strong strategic leadership for the development of the bid, working in partnership with key organisations across all sectors.
4. Alongside the development of the bid, to create appropriate action plans to maximize the potential of a successful bid, as well as the impact of the process of bidding.
5. To ensure that the bid for Lancashire 2025 is at the heart of the wider Cultural Strategy for Lancashire, which is in turn an intrinsic part of the evolving Greater

Lancashire Plan and Local Industrial Strategy (replacing the Strategic Economic Plan).

6. To manage the relationship with the Steering Group and associated advisory and delivery boards.
7. To identify and recruit a series of Cultural Ambassadors for Lancashire who will act as advocates for the bid.
8. To maximise the funding streams available to support the development of the bid.
9. To develop and implement a fundraising strategy to secure private sector support for the bid.
10. To commission external, specialist support where necessary in line with public sector procurement policy.
11. To work with Marketing Lancashire on the development of an effective PR and communication plan to maximise the exposure of the bid nationally, regionally and locally to drive engagement and support.
12. To apply rigorous and effective procurement and financial controls that guarantee all monies are correctly and effectively administered.
13. To build relationships with public leaders, LEPs and DMOs across the Northern Powerhouse footprint to drive collaboration and support, and to build connections with national cultural organisations.
14. To act as the primary interface with DCMS on the process of bidding to ensure that the Lancashire 2025 bid is fully compliant with all identified criteria.

Person specification

The successful candidate will be accomplished in strategic leadership, with experience of a similar role of responsibility and complexity. You will be an experienced senior leader, potentially with a background in culture, media, broadcasting or other relevant sectors. You will have the ability to lead strategy, generate income and influence senior stakeholders at Board level.

Essential skills and experience

- Excellent leadership, business and management skills, ideally in the creative industries.
- Experience of supporting non-executive boards and managing relationships with senior stakeholders from business, government, creative sectors and elected officials.
- Understanding of business development with demonstrable evidence of securing income and negotiating commercial deals.
- Network of current senior industry contacts, in both the arts/cultural and business communities (locally and nationally)
- Excellent communication and networking skills including public speaking.

- Personal integrity.
- Political nous and influencing skills.

Personal attributes

- A strong commitment to equality and diversity.
- Ambitious, enthusiastic, energetic, committed.
- Resilient, with the ability to cope with pressure and high expectations.
- Passionate for arts, culture and community engagement.
- Collaborative – with the ability to manage and bring diverse stakeholders together.

Terms and conditions of employment

The Bid Director position is a full time, 12 month fixed term contract with the option for an extension if the Lancashire Bid is shortlisted. We welcome applications from individuals and would also be happy to consider secondment proposals from relevant organisations. The role will involve national and occasionally international travel. The position has an entitlement of 25 days' holiday pro rata, in addition to 8 days public holidays.

Salary

Competitive, commensurate with experience.