GROUNDWORK

CHANGING PLACES
CHANGING LIVES

Recruitment Pack

Director of Culture, Enrichment & Creativity

We're an Age-friendly Employer

disability confident EMPLOYER

WE SHOW THE SALARY









GROUNDWORK
SOUTH & NORTH TYNESIDE

WE ARE PASSIONATE ABOUT:

- **Creating Better Places:** Developing accessible high quality built and natural environment that provides natural capital and wellbeing benefits.
- **Raising Aspirations by Creating Better Prospects:** Supporting individuals and families to be resilient, confident, ambitious and independent
- **Empowering Fair and Sustainable Communities:** Reducing inequalities by supporting and enabling individuals and communities
- **Enriching Lives through environment, culture and heritage:** Inspiring engagement and discovery informed by our past, present and future.



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OUR VALUES

THE GROUNDWORK APPROACH:

We will deliver impact through a range of diverse local and national projects, programmes and services, responding to the changing needs of local communities and the opportunity to build powerful partnerships to unlock new resources.

Wherever and however we deliver, our approach will be informed by the following commitments:

- We will invest in the places and people that need us most. Prioritising our resources to bring about lasting change by building skills and capacity within local communities where we can make most difference.
- We will work with local leaders and listen to local voices. Ensuring our work is shaped by those it is designed to benefit and adding value to the assets that exist in local areas.
- We will grow a culture of equity and inclusion operating transparently and with integrity, and seeking out a diversity of viewpoints, both in the work we do and the people we employ.
- We will be committed to collaboration – forging strong partnerships, contributing to a thriving community sector and helping others lead where this will achieve greater impact. We will act as environmental exemplars – championing practical action to combat the climate and nature emergency and measuring and reducing our own environmental impact



35 YEARS OF CHANGING PLACES AND CHANGING LIVES



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2025
CELEBRATING 35 YEARS

Better Places

1996

Opening of the Eco Centre in Hebburn, at the time it was Europe's most environmentally sustainable building.

Raising Aspirations

2014

Route2Work specialist College opened, providing tailored learning for students with SEND needs.

Sustainable Communities

2014

Marsden Road Centre opened in a landmark visit from HRH Princess Anne.

Enriching Lives

2016

Opened Jarrow Hall, sparking cultural revival and earning Accredited Museum Status in 2022

OUR GROUNDWORK TEAM

- Board Of Trustees
  - Chief Executive
    - Governance Officer
    - Director of Skills, Education & Care Services
      - Business Support Manager
      - Service Manager of Young Carers
    - Director of Corporate Services
      - Head of Commercial & Environmental Services
        - Commercial & Environmental Team
        - Service Manager of Farm & Land
        - Service Manager of Sustainability
      - Finance Team
      - HR Team
    - Head of Development, Communications & Impact
    - Service Manager of Visitor Engagement & Development
    - Service Manager of Research, Education & Learning
      - Education Team
      - Archaeological Team
    - Service Manager of Communities

ROUTE 2 WORK COLLEGE

Young Carers

Jarrow Hall

Farm & Land Team

GREEN DOCTOR

LEAP LOCAL ENERGY ADVICE PARTNERSHIP

West Boldon Lodge

MARSDEN ROAD Community Centre

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WHAT ARE WE LOOKING FOR?

Groundwork South and North Tyneside has been inspiring local people through environmental, cultural and heritage projects across Tyneside for over 35 years. In 2016, our services expanded following the integration of Jarrow Hall into the charity, enabling us to deliver both outreach and asset-based cultural engagement programmes that inspire creativity, connect communities and celebrate our shared heritage.

Having recently refreshed our Strategic Ambitions 2026-2030, Groundwork is at a point of significant opportunity. We have an ambitious vision to grow our impact through the delivery of further interventions and services, both at Jarrow Hall and through our outreach programmes, enabling us to realise our ambition of 'Enriching lives through Environment, Culture and Heritage'.

The role of the Director Culture, Enrichment and Creativity will act as the Strategic Lead for our Culture, Enrichment and Creativity Department, overseeing the implementation of the organisation's Strategic Ambitions in collaboration with the CEO and Executive Team.

The key themes within the Culture, Enrichment and Creativity Department are:

- Visitor Engagement and Experience
- Site Development and Master-Planning
- Enrichment and Learning
- Heritage and Archaeological Research

We are looking to recruit a dynamic Culture, Enrichment and Creativity Director with experience in business development, external funding and programme management. The successful candidate will lead the development and delivery of both existing and new programmes designed to increase the impact of our culture and creativity interventions.

The role will have a particular focus on increasing self-generated income through growing visitor numbers, developing events and creating bespoke destination packages. Incomes generated will support the long-term sustainability of our cultural services and future growth ambitions.



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ROLE DETAILS

- HOURS OF WORK: 30 HOURS PER WEEK
- WORK LOCATION: JARROW HALL
- SALARY: £51,525 PER ANNUM PRO RATA (£26.78 PER HOUR)
- REPORTING TO: CHIEF EXECUTIVE

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MAIN DUTIES & RESPONSIBILITIES

1. **Strategic Leadership and Planning**

- Provide strategic leadership for the Culture, Enrichment and Creativity Department, ensuring delivery of organisational priorities and contributing to the wider strategic direction of the Group.
- Lead the strategic development and master-planning of cultural, visitor engagement, enrichment and research services.
- Support the CEO and Board in the development, review and implementation of organisational strategies, policies and business priorities.
- Develop and implement departmental business and operational plans, including service growth, financial forecasting, quality improvement and resource planning.
- Review and develop the department's portfolio of services, programmes and activities to ensure alignment with organisational objectives, impact targets and emerging opportunities
- Collaborate with senior colleagues and Federation partners to maximise growth opportunities locally, regionally and nationally.

Audience Development, Income Generation and Growth

- Lead the development of visitor engagement, audience development and learning programmes that increase participation, reach and impact.
- Grow visitor numbers, enhance the visitor experience and develop destination packages, events and commercial opportunities that generate sustainable income.
- Lead the delivery of the Greening Bede Masterplan and wider site development initiatives.
- Secure capital and programme funding through grant applications, partnership development and innovative funding models.
- Develop and strengthen partnerships with schools, communities, businesses, higher education institutions and research organisations.





- Support the development of archaeological and heritage research programmes that enhance the organisation's reputation and impact.
- Work with marketing colleagues to increase profile, visitor engagement and audience reach through effective communications and promotional campaigns.
- Monitor sector trends, policy developments and emerging opportunities to support innovation and sustainable growth.

Performance, Quality and Financial Management

- Be accountable for departmental budgets, financial performance and resource management.
- Monitor and evaluate performance against agreed targets, KPIs, funding requirements and business objectives, implementing corrective actions where required.
- Oversee the collection, analysis and reporting of performance, impact and compliance data.
- Lead a culture of continuous improvement, ensuring high standards of quality, customer experience and organisational effectiveness.
- Oversee self-assessment, quality reviews and action planning processes.
- Maximise social value, community benefit and creative outcomes through robust valuation and impact reporting.
- Lead the development of external funding applications in collaboration with colleagues and partners.

Governance, Partnerships & Representation

- Support the CEO in servicing Board and Committee meetings through the provision of reports, updates and strategic recommendations.
- Build and maintain effective relationships with funders, partners, commissioners, educational institutions and strategic stakeholders.
- Chair and contribute to internal and Federation working groups, representing the organisation at local, regional and national forums.
- Develop strategic partnerships that support innovation, service development, sustainability and organisational growth.
- Ensure accurate and timely reporting to Boards, Committees, funders and regulatory bodies.

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Leadership and People Management

- Provide inspirational leadership, supporting and developing managers, staff and volunteers to achieve their full potential.
- Ensure effective performance management through regular supervision, appraisals, one-to-one meetings and professional development opportuntites.
- Oversee the effective operation of Trust Sites and services in collaboration with Service Managers.
- Manage departmental workforce planning, ensuring the efficient deployment of staff and resources.
- Foster a positive, collaborative and high-performing culture through effective communication, knowledge-sharing and application of HR policies and procedures.

Safeguarding, Compliance and Health & Safety

- Provide strategic oversight of safeguarding, compliance and health & safety across the department.
- Ensure all services meet contractual, regulatory and organisational standards.
- Act as the Designated Safeguarding Lead for the Culture, Enrichment and Creativity Department.
- Serve as a member of the organisation's Safeguarding Panel.
- Work with the Health & Safety Lead to ensure robust systems, controls and practices are implemented and maintained across all services.
- Support the implementation and monitoring of organisational quality and compliance frameworks.
- Promote a culture of safeguarding, wellbeing and safe working practices throughout the department.



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ADDITIONAL RESPONSIBILITIES

- The duties and responsibilties outlined in this job description are not exhaustive and may be amended to meet the changing needs of the organisation.
- Use of emails, Sage HR, Replicon timesheets and any other similar systems are mandatory to the job role.
- Undertake any other duties commensurate with the grade and purpose of the post as reasonably required.
- Carry out all duties in accordance with Groundwork's policies and procedures, including Equal Opportunities, Equality, Diveristy and nclusion, Health & Safety, Safeguarding, Information Security and Data Protection.
- Demonstrate a commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults and report concerns in accordance with organisational procedures.
- Support the Trust's environmental commitments and comply with all measures.
- Ensure compliance with the UK GDPR and Data Protection Act 2018, maintaining the confidentiality, integrity and security of information.
- Act at all times as an ambassador for Groundwork South and North Tyneside, upholding the organisation's values and reputation.
- Participate in training, professional development and performance review processs as required.



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PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education/ Training/Qualifications	Degree qualification in Cultural Development, Museum Management or equivalent - Management qualification, including people management, project management or equivalent	Relevant degree or professional qualification, or equivalent sector experience
Experience	Significant senior leadership experience within the cultural, heritage, education, charitable, public or community sector - Proven track record of developing and delivering organisational strategies, business plans and service growth initiatives - Experience of leading and managing multidisciplinary teams, including performance management, staff development and change management - Experience in the development and delivery of cultural masterplans to further develop the site, audience offer and visitor engagement - Proven success in generating income through fundraising, grant funding, commercial activity, contract management, partnership development and business growth - Proven ability to build and maintain effective strategic partnerships with funders, commissioners, local authorities, educational partners and other stakeholders.	Experience of working with Boards, Trustees or governance committees - Experience of developing detailed departmental business plans, including financial targets, operational priorities and team KPIs - Experience of commissioning, grant-funded programmes or visitor economy initiatives - Project and programme management experience within culture, heritage or creative sectors - Safeguarding and/or Health & Safety leadership experience

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PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Competencies	Strong financial management skills, including budget planning, forecasting and performance monitoring. - Knowledge and understanding of cultural venue management, visitor attractions and/or heritage settings. - Understanding of audience development and visitor engagement programmes, including working with schools and community groups. - Understanding of audience development and visitor engagement programmes, including working with schools and community groups. - Understanding of collection management, interpretation and heritage engagement, where applicable. - Excellent customer service, communication, presentation and report-writing skills. - Ability to analyse complex information, influence decision-making and drive organisational improvement.	Knowledge of local, regional and national cultural policy and funding landscapes
Values & Attitudes	Commitment to safeguarding - Commitment to equality, diversity and inclusion	

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OUR INTERVIEW PROCESS

Here at Groundwork South & North Tyneside we are committed to a fair and transparent recruitment process. We understand how daunting it can be applying for new roles, so we wish to share with you our interview process.

If you are succesfully shortlisted and invited to interview, you'll be given ten minutes alone to review the interview questions and make notes. This is to help you feel prepared and give you the best opportunity to demonstrate your skills and experience.

We use experience-based questions to understand how you approach challenges- these will be based on the key responsibilities and requirements outlined in the job description. After the ten-minute preparation time, we will return to begin the interview, starting with introducing ourselves and explaining the structure of the interview. There will always be time at the end for you to ask any questions you may have.

The interview panel will include three team members. This ensures a range of perspectives in the decision-making process. Please note that we'll be taking notes throughout the interview—not because we're distracted, but to ensure we capture everything you share accurately.

Sometimes, as well as an interview we may ask you to prepare a presentation or complete a task. We always tell you about this in advance, and it will always be directly relevant to the role.





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WE ARE PROUD TO BE A GENEROUS EMPLOYER..

Our paid staff are eligible for the following benefits:

- 25 days' leave (FTE), increasing by one day per year of service up to a maximum 28 days (FTE), plus all bank holidays (pro rata)
- Enhanced Death in Service benefit
- Access to a Cycle to Work Scheme
- Access to Learning & Development Opportunities
- Free entry to Jarrow Hall for individual plus up to 3 people
- 10% Discount in Jarrow Hall Shop, West Boldon Lodge Shop & Groundwork Shop
- Free membership of the gym at Marsden Road Health & Wellbeing Centre
- Discounted event tickets across Groundwork sites – variable by event
- Facility to borrow company vehicles, for personal use only, with Operations Manager permission.
- Free Green Doctor home visit
- Enhanced Pension Scheme



GROUNDWORK SOUTH & NORTH TYNESIDE

Thank You for Believing in Better Places.

At Groundwork, we know that environmental change begins locally. Every park improved, every young person supported, every community project delivered starts with individuals who care enough to step forward.

By applying to work with us, you're showing that you believe in creating stronger, greener, and more resilient communities. We're grateful for the time, thought, and energy you've invested in your application.

Whether working directly with communities, supporting projects behind the scenes, or shaping strategy and partnerships, every role at Groundwork contributes to places where people and nature can thrive together.

Thank you for considering being part of our work.

Together, we change places. And lives.

CONTACT

Visit our website: www.Groundwork South and North Tyneside

Email: sant.recruitment@groundwork.org.uk

Telephone: (0191) 428 1144

Address: The Eco Centre, Windmill Way, Hebburn, Tyne & Wear, NE31 1SR

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