

Job Description

Role Title:	Programme Director – Re-centre
School / Dept:	Marketing, Recruitment and External Relations
Reference:	MPF4225
Grade:	Grade 8
Full or Part time:	Full time – Fixed Term Contract until 31 st March 2029
Hours:	1.0 FTE
Reports to:	Associate Dean: Knowledge Exchange, School of Arts, Media and Creative Technology

Overview

Re-centre is Salford's new Creative People and Places programme, funded by Arts Council England as the first phase of a wider 10-year vision for community-led cultural change across the city.

We are seeking an exceptional Programme Director to lead an ambitious new place-based cultural programme across Salford.

This is a strategic, creative and hands-on leadership role requiring someone who can build trusted relationships, develop partnerships and support communities to shape cultural activity rooted in neighbourhoods, everyday life and shared city-wide moments.

We are looking for a collaborative, values-led leader excited by the opportunity to help shape the future of culture in Salford.

Principal Duties & Responsibilities

Direction and Artistic Leadership

- Provide overall leadership and direction for Re-centre, embedding cultural democracy, co-creation and shared power across all aspects of the programme.
- Lead the development and delivery of the Re-centre business plan, aligning Creative People and Places priorities with Salford's wider cultural, community, health and wellbeing ambitions.
- Establish Re-centre as a trusted, visible and community-rooted programme with a strong identity, clear values and inclusive ways of working.
- Balance long-term vision with high-quality delivery, growing participation, relevance and impact over time.

Community Voice and Co-Creation

- Design and lead a listening and relationship-building approach with communities across Salford, particularly in neighbourhoods with historically low levels of cultural engagement.
- Develop and support inclusive community-led decision-making structures that enable residents to shape artistic direction, commissioning, evaluation and programme priorities.
- Build and sustain strong relationships with residents, artists, community organisations and partners, ensuring activity is relevant, welcoming and shaped by lived experience.
- Create clear and accessible pathways for residents to move from audiences and participants to leaders, decision-makers and co-creators within the programme.

Artistic Planning and Programme Delivery

- Lead the co-creation of an ambitious and inclusive cultural programme rooted in Salford's local identities, communities and lived experience, working on the ground and across artforms.
- Design, commission and deliver a programme that balances community-led practice with strong artistic ambition and quality across neighbourhood activity and city-wide moments.
- Develop transparent and accessible commissioning and artist briefing processes that support community-led approaches and create opportunities for local artists alongside wider collaborations.

- Ensure the programme is embedded within and connected to Salford's cultural, community and neighbourhood infrastructure, building on local strengths, networks, spaces, festivals and partnerships.

Partnership Development and Governance

- Build and maintain strategic partnerships across culture, local government, education, health, VCSE, business and neighbourhood networks to strengthen collaboration, shared ownership and long-term impact.
- Position Re-centre as an active contributor to Salford and Greater Manchester's cultural ecology, building relationships that support influence, collaboration and wider cultural impact.
- Work closely with the Re-centre Consortium to ensure effective governance, shared accountability and transparent decision-making.
- Lead the relationship with Arts Council England, ensuring effective stewardship of the programme and compliance with all funding, reporting and monitoring requirements.

Action Research, Learning and Evaluation

- Embed action research, reflection and learning throughout the programme, using insight, data and lived experience to inform delivery, evaluation and future development, and to identify and remove barriers to engagement.
- Work with external evaluators and partners to develop and implement a robust evaluation framework aligned with Creative People and Places priorities.
- Share learning locally and nationally, contributing to the wider Creative People and Places network and sector learning around co-creation and community-led cultural practice.

Operations, Finance and Risk Management

- Hold overall responsibility for programme planning, financial management, monitoring, reporting and risk management, ensuring transparency, accountability and value for money.
- Work closely with the University's finance team to support robust financial monitoring, cashflow management, reporting and compliance with Arts Council England requirements.
- Ensure all programme activity operates in line with relevant legislation, policies and good practice, including safeguarding, equality, health and safety and data protection.

- With fundraising support, lead the development of fundraising and income-generation approaches that secure match funding, partnership investment and longer-term sustainability for Re-centre.

Team Leadership and Culture

- Recruit, lead and support the Re-centre delivery team and freelance workforce, with clear roles, responsibilities and effective ways of working.
- Create a supportive, inclusive and collaborative team culture rooted in care, learning and shared purpose, enabling strong delivery and respectful work with communities.
- Provide clear and supportive line management, supporting team development and ensuring staff are equipped to deliver the programme.

Communications and Audience Development

- Work with partners and freelance marketing support to grow participation and develop audiences across Salford, ensuring communications and opportunities are accessible, inclusive and reach communities currently underrepresented in cultural activity.
- Use participation and engagement insight to inform communications and audience development, supporting reporting requirements and ongoing programme learning.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division to support the successful delivery of the programme
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. A degree in a relevant subject, or equivalent qualification or professional experience (D)

Background and Experience

2. Demonstrable leadership experience in arts, culture, community development or place-based programmes, including leading projects, teams or partnerships of a similar scale (E)
3. Strong track record of developing and delivering ambitious, community-led or co-created cultural programmes across a range of settings and scales (E)
4. Proven experience of working with communities facing structural barriers to participation, enabling equitable access, supporting community leadership and embedding shared decision-making within programmes (E)
5. Strong experience of developing and managing partnerships across public, cultural, voluntary, education, health and civic sectors (E)
6. Experience of managing significant budgets and public funding, including clear reporting, compliance and accountability (E)
7. Experience of leading or contributing to an action research or evaluation led project, using learning to shape ongoing programme development (E)
8. Experience of influencing, facilitating or working within consortium, partnership or cross-sector governance settings (D)
9. Experience of income generation, fundraising or developing programme sustainability (D)
10. Experience working within Creative People and Places or similar community-led or place-based programmes (D)

Knowledge

11. Strong understanding of cultural democracy, co-creation and community-led practice, and how to apply these in programme design and delivery (E)

- 12. Understanding of audience development, participation and approaches to widening engagement in arts and culture (E)
- 13. Understanding of place-based cultural development, partnership working and the role of culture within civic and community contexts (E)
- 14. Knowledge of Salford's communities, cultural ecology and civic context, and the wider Greater Manchester cultural and policy landscape (D)

Skills and Competencies

- 15. Ability to think strategically and translate vision into practical, deliverable plans (E)
- 16. Strong and inclusive leadership skills, with the ability to build trust, enable collaboration and develop shared ownership across communities, partners and teams (E)
- 17. Excellent communication, relationship-building and stakeholder management skills, with the ability to engage confidently across community settings and senior strategic forums (E)
- 18. Ability to work effectively with complexity and ambiguity, balancing strategic development with programme delivery and operational oversight (E)
- 19. Ability to use data, insight, reflection and learning to inform decision-making, demonstrate impact and support programme development (E)
- 20. Strong financial and organisational management skills, including oversight of budgets, resources, governance and compliance requirements (E)
- 21. Demonstrable commitment to cultural democracy, equity, diversity and inclusion, and to working in ways that share power with communities (E)