





Welcome

Thank you for your interest in becoming the Programme Director for Re-centre, Salford's new Creative People and Places programme funded by Arts Council England.

This role will lead the development of a major new place-based cultural programme across Salford — supporting communities to shape, create and lead cultural activity rooted in neighbourhoods, everyday life and shared city-wide moments.

The role is offered until March 2029 in line with current Creative People and Places funding, with ambitions for the programme continuing beyond this initial phase.

We are seeking an exceptional leader committed to working in and alongside the communities of Salford.

The role combines strategic leadership with hands-on community and partnership work across the city. We are looking for someone as comfortable developing long-term vision and partnerships as they are building trust, connecting people and supporting ideas to develop on the ground

If you believe culture can play a meaningful role in civic life, community power and social change — and are excited by the possibility of helping build something ambitious, collaborative and community-led — we would love to hear from you.

Application deadline: 15 June 2026, 11:59 PM

First-stage interviews: 3 July 2026

Second-stage interviews: 17 July 2026



About Re-Centre

Re-centre is the first phase of a wider 10-year vision for community-led cultural change across the city.

At its heart, the programme is about cultural democracy — enabling more people to shape, influence and participate in culture where they live.

The programme responds to the different experiences, priorities and relationships across Salford's neighbourhoods and communities.

Salford is not one place with one story.

Re-centre takes a more localised and connected approach to creativity and participation across the city.

The programme will:

- unlock potential within people
- reactivate places that matter
- mobilise and amplify artistic activity and local insight
- support communities to shape culture on their own terms
- create pathways from participation to leadership, decision-making and co-creation

Re-centre will champion ambitious artistic and cultural activity rooted in lived experience, collaboration and strong artistic partnerships.



**Culture shaped
with communities, not
delivered to them**

About Creative People and Places

Creative People and Places (CPP) is Arts Council England's national programme focused on places where participation in arts and culture has historically been lower than the national average.

CPP programmes work with residents, artists and communities to support long-term cultural participation, local decision-making and lasting change — empowering people to shape the creative activity they want to experience where they live.

Re-centre is Salford's Creative People and Places programme, one of twelve new CPPs nationally, developed in response to the city's diverse neighbourhoods, communities and cultural landscape.



Supported using public funding by

**ARTS COUNCIL
ENGLAND**

Why Salford

Salford is a city with a powerful sense of identity, contradiction and change.

Celebrating 100 years of city status in 2026, it is a place shaped by industry, activism, migration, creativity and reinvention — a city that continues to evolve while holding onto deep-rooted community pride and distinct local identities.

Across Salford, internationally recognised cultural and digital growth exists alongside communities experiencing long-term inequality and historic underinvestment in arts and culture. MediaCity and Salford Quays have transformed the city's global profile, while many neighbourhoods continue to experience barriers to participation, visibility and cultural representation.

Salford has a rich cultural ecology spanning grassroots organisations, festivals, libraries, community spaces, artists, creative industries and nationally significant cultural institutions. There is a strong history of collaboration across culture, community and civic sectors, alongside growing recognition of the role creativity can play in health, wellbeing, community wealth and civic life.

Re-centre builds on this context.

We are looking for someone who is excited by the complexity, ambition and possibility of Salford — and who understands that meaningful place-based work begins with listening, relationships and presence.



How Re-centre will take shape

Re-centre will develop through both a development phase (April 2026 to March 2027) and a delivery phase (April 2027 to March 2029).

Early priorities for the programme include:

- building trust and relationships across neighbourhoods
- listening to communities and local partners
- establishing community-led decision-making structures
- developing shared approaches to commissioning, participation and evaluation

Re-centre will work through a distributed and embedded delivery model across all eight neighbourhoods of the city.

This includes neighbourhood-based producers working visibly and relationally within communities, alongside community partners, artists, organisations and residents.

The programme will support:

- co-created artistic activity
- neighbourhood projects and commissions
- shared city-wide moments
- community voice, participation and leadership

Learning and reflection will be embedded throughout the programme, helping Re-centre evolve in response to communities, relationships and changing local contexts.



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**A ten-year vision for
community-led
culture in Salford**

About the consortium

University of Salford

Lead applicant and accountable body for Re-centre, providing organisational leadership, governance and civic partnerships.

Salford City Council

Providing strategic place-based leadership and connections across neighbourhoods, civic priorities and wider city ambitions.

The Lowry

Supporting artistic development, creative partnerships and connections across local, national and international cultural networks.

Salford Community Leisure

Providing trusted neighbourhood infrastructure through libraries, leisure venues, museums and community spaces across Salford.

Salford CVS

Supporting community participation and neighbourhood engagement through strong voluntary and community networks.

Re-centre is supported by a partnership of organisations working across culture, community, civic life, education, health and neighbourhood development in Salford.

Hosted by the University of Salford, the consortium brings infrastructure, relationships, knowledge and long-term commitment to sustain the programme's development.

Their role is not to determine cultural activity on behalf of communities, but to help create the conditions, support and relationships through which communities, artists and partners can shape activity together.



Salford City Council

LOWRY





**Local priorities.
Creative ambition.
Long-term civic
change**

About the role

The Programme Director will lead the development and delivery of Re-centre, helping build a new model of community-led cultural development across Salford.

This is not a leadership role at a distance.

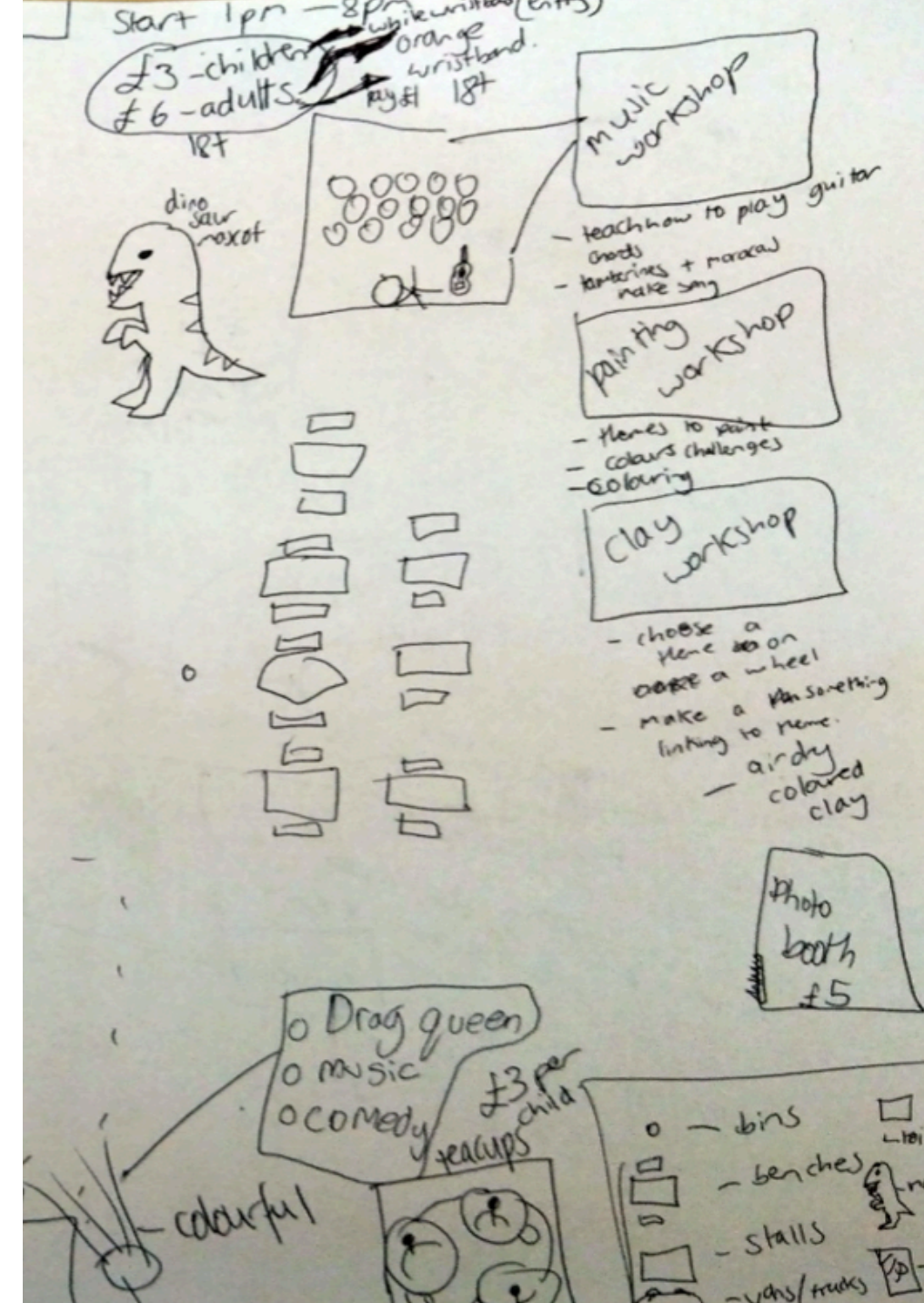
The role is rooted in relationships, visibility and presence — working across neighbourhoods, communities and sectors to develop a programme that is artistically ambitious, locally meaningful and built through collaboration.

The Programme Director will establish Re-centre's identity, values and ways of working, embedding co-creation, cultural democracy and shared decision-making throughout the programme.

Working closely with communities, artists, partners and the delivery team, they will support activity across neighbourhoods and wider city-wide moments, connecting local priorities with creative ambition and civic change.

The role combines:

- strategic leadership
- artistic thinking
- partnership development
- community relationship-building
- programme delivery
- governance and operational oversight



Why this role is exciting

This role offers the opportunity to help build a new long-term model of community-led cultural development in Salford.

Re-centre is not an inherited programme with a fixed structure. It is an evolving programme with the freedom to develop new approaches, partnerships and ways of working alongside the people of Salford.

The role offers the opportunity to:

- shape a long-term vision for culture in the city
- support new approaches to co-creation and community decision-making
- connect neighbourhood activity with ambitious city-wide moments
- help build lasting cultural relationships, confidence and participation

For the right person, this role offers the chance not simply to deliver a programme, but to contribute to the future cultural life of the city.



What we are looking for

We are looking for a collaborative and values-led leader with a strong commitment to community-led practice and cultural democracy.

You may come from the arts, culture, community development, socially engaged practice or another relevant field, but you will bring experience of working relationally and strategically across communities, partnerships and complex systems.

We are looking for someone who:

- builds trust and relationships with care and integrity
- is comfortable working visibly and on the ground within communities
- can balance strategic thinking with practical delivery
- understands the importance of shared ownership and collaboration
- is committed to equity, inclusion and participation
- is motivated by the opportunity to help develop a new long-term cultural programme across Salford



Role overview

Job title: Programme Director – Re-centre

Location: Salford (based at the University and across Salford communities, with agile/hybrid working)

Contract: Fixed term to 31 March 2029 (aligned to CPP funding), with potential extension subject to future funding

Salary: Grade 8 starting salary of £49,063.68 per annum, subject to annual pay awards in line with University policy

Hours: 36.25 hours per week (full time)

The role will require flexibility, including occasional evenings and weekends (TOIL available). We welcome conversations about flexible working arrangements, including proposals for reduced hours (minimum 0.9 FTE)

Reporting to: Re-centre Consortium Board

Responsible for: Leadership of the Re-centre delivery team, freelance practitioners and commissioned activity

Employer: University of Salford on behalf of the Re-centre Consortium

Benefits include:

- Competitive pension scheme with approximately 18% employer contribution
- 32 days annual leave plus bank holidays and additional Christmas closure leave
- Training and development through the CPP Peer Network and University of Salford

Other requirements: Right to work in the UK, satisfactory DBS check and two satisfactory references



Key responsibilities

Strategic 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.



Key responsibilities

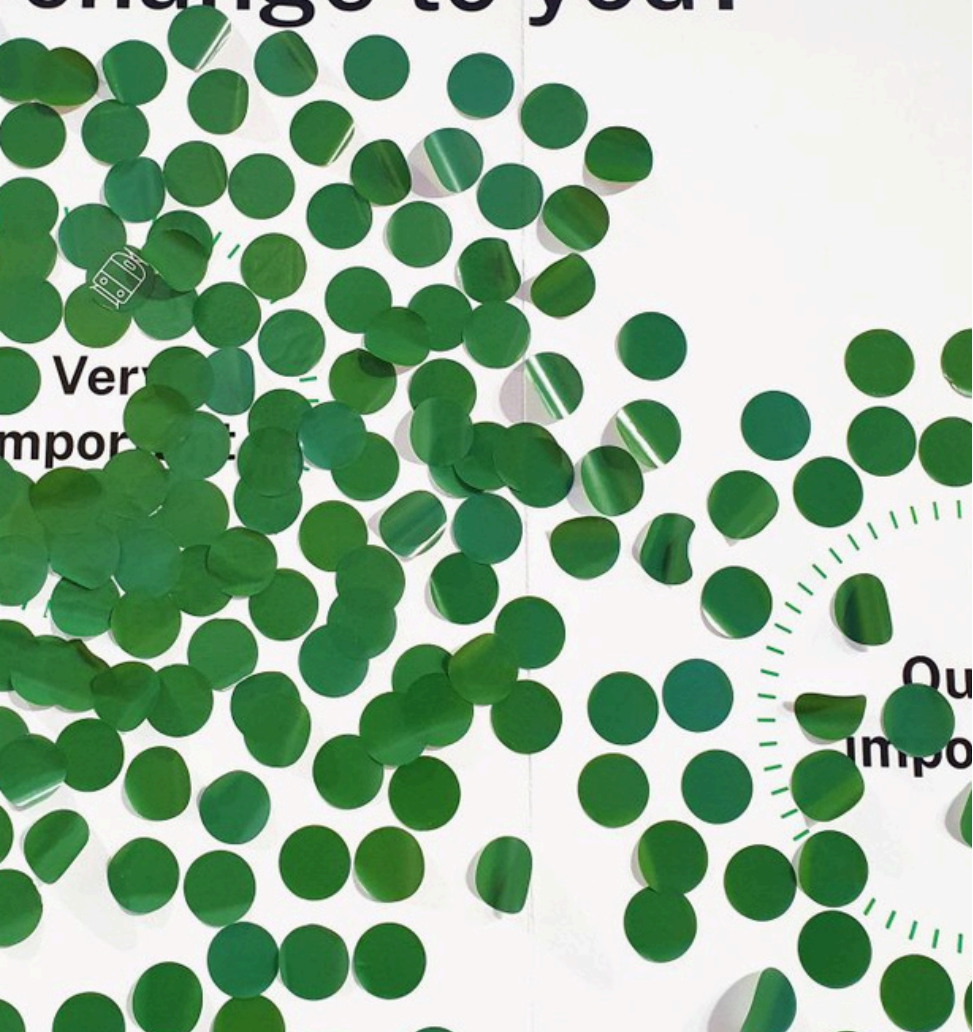
Artistic Planning and Programme Delivery

- 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.

How important is addressing climate change to you?



Key responsibilities

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.



Key responsibilities

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.

Other Responsibilities

- Undertake any other duties reasonably required to support the successful delivery of the programme.

Person specification

Desirable Qualifications

- A degree in a relevant subject, or equivalent qualification or professional experience.

Essential Background and Experience

- Demonstrable leadership experience in arts, culture, community development or place-based programmes, including leading projects, teams or partnerships of a similar scale
- Strong track record of developing and delivering ambitious, community-led or co-created cultural programmes across a range of settings and scales
- Proven experience of working with communities facing structural barriers to participation, enabling equitable access, supporting community leadership and embedding shared decision-making within programmes
- Strong experience of developing and managing partnerships across public, cultural, voluntary, education, health and civic sectors
- Experience of managing significant budgets and public funding, including clear reporting, compliance and accountability
- Experience of leading or contributing to an action research or evaluation led project, using learning to shape ongoing programme development



Image courtesy of Andrew AB Photography

Person specification

Desirable Background and Experience

- Experience of influencing, facilitating or working within consortium, partnership or cross-sector governance settings
- Experience of income generation, fundraising or developing programme sustainability
- Experience working within Creative People and Places or similar community-led or place-based programmes

Essential Knowledge

- Strong understanding of cultural democracy, co-creation and community-led practice, and how to apply these in programme design and delivery
- Understanding of audience development, participation and approaches to widening engagement in arts and culture
- Understanding of place-based cultural development, partnership working and the role of culture within civic and community contexts

Desirable Knowledge

- Knowledge of Salford's communities, cultural ecology and civic context, and the wider Greater Manchester cultural and policy landscape



Person specification

Essential Skills and Competencies

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



Equality, Diversity and Inclusion

Re-centre is committed to cultural democracy, equity and shared decision-making. We believe culture is stronger when more people are able to shape it, lead it and see themselves reflected within it.

We particularly welcome applications from people currently underrepresented in the arts and cultural sector, including Global Majority, Disabled, LGBTQ+ and working-class applicants.

We recognise that no candidate will bring every skill or area of experience listed in the role profile. If you are excited by the opportunity and feel you could bring strong leadership, values and relevant experience to Re-centre, we encourage you to apply.

We are committed to an inclusive and accessible recruitment process. Please contact Kate Atkin, K.R.Atkin@salford.ac.uk if you require alternative formats, access support or reasonable adjustments at any stage of recruitment.



How to Apply

To apply, please complete the University of Salford online application form and upload:

- A CV (maximum two pages)

Application link: XXXXXXXXXXXXXXXX

Key Dates

- Closing date: 15 June 2026
- Online interviews: 3 July 2026
- In-person interviews (Salford): 17 July 2026

For an informal conversation about the role, please contact:
Kate Atkin, K.R.Atkin@salford.ac.uk



