

## Role Information Pack

### Creative Director – The Writers' Block

#### Role Summary

Role title	Creative Director – The Writers' Block
Reporting to	Board of Trustees
Line management responsibilities	Freelance writers, artists and workshop leaders.
Contract type	Permanent
Hours	0.8FTE (37.5 hours per week pro-rata)
Salary	£32,000 FTE (pro-rata to 0.8) depending on experience
Application deadline	9am Monday 11 September 2023
Start date	Ideally November 2023
Location	The Writers' Block, TR15 2QE. Plus visits & projects across Cornwall. Home working is also required.

#### About KEAP

KEAP is a strategic arts, community & education charity focussing on creative writing and literature through the arts.

We believe in the power of the written and spoken word to transform lives. It is everyone's right to express themselves through creativity, curiosity and imagination.

Using our skills, experiences and literature specialism we create unique programmes and projects which focus on building experiences, confidence, skills and enjoyment in writing, story and voice.

We have two major programmes of work:

**The Writers' Block** – The Writing Centre for Cornwall. An inspirational and ingenious creative writing centre in Redruth, delivering literacy programmes for schools, events and workshops for families and the community, outreach projects, and development for emerging writers. Fostering a love of writing in everyone.

**The Story Republic** – a performer development programme and performance troupe bringing literature by stealth to festivals, events, schools and communities. Working with emerging

performers, it develops skills in voice, interaction, and working with varied audiences and spaces. It plays a key part in enabling new writing to be heard and shared.

KEAP is at a moment of change. With the retirement of our Director of 22 years, we are taking the opportunity to restructure our team to enable us to build on the incredible successes of our programmes and achieve our vision for the next 10 years.

## About the role

The Creative Director will be responsible for the artistic vision, content and activity of The Writers' Block and its outreach projects.

As part of the senior leadership in a small team, the Creative Director will work closely with the Development Director to ensure that The Writers' Block achieves its strategic objectives, sustains and develops partnerships with key organisations, and plays a leading role in the sector in Cornwall. The role will also include raising the visibility of The Writers' Block outside Cornwall, and being part of the national network of creative writing centres.

The role is varied, from project creation and management, to sector development and supporting emerging writers, to engaging new audiences and underserved communities. The Creative Director will also work with The Story Republic Artistic Director to maximise opportunities for sharing and performance of work and move towards greater dovetailing of the two programmes.

It is an exciting and flexible position, working closely with both the salaried team, and our talented wider team of freelance writers, performers, artists and workshop leaders.

## Person specification

We are looking for a creative and practical collaborator to build on the success of The Writers' Block and its unique approach, and take it to the next stage.

You will be passionate about the written and spoken word, understanding the role of creative writing in increasing skills, confidence and wellbeing for a wide range of participants, particularly those from underserved backgrounds. Sector development is also key. You will develop opportunities to nurture new talent, and you will champion the role of The Writers' Block as the Writing Centre for Cornwall and ensure it plays a leading role in the sector.

You will have a generosity of spirit, working closely with the core team and freelance creatives to innovate together to enable The Writers' Block to achieve its Vision and Mission. You will enjoy having your own ideas but also working with other people's ideas. The role requires a natural partnership maker, working with new and existing partners where each brings their own specialism to the table. Experience of gaining commissions and funding is essential.

You will have a fully inclusive approach, ensuring that we are proactive in making adjustments to our ways of working so that participants and freelancers feel comfortable, valued, and enjoy working with us. You will enjoy the variety of working in a small team, from wielding a paintbrush and a Hoover, to speaking at sector-wide events. You will work with positivity, energy and enthusiasm.

KEAP and The Writers' Block are dynamic and inclusive. We encourage applications from candidates with diverse backgrounds bringing a variety of skills, experiences and perspectives to our work. We are particularly keen to hear from candidates from Black, Asian or ethnically diverse backgrounds and candidates who self-identify as disabled or neurodiverse or from a lower socio-economic background.

## Key Responsibilities

### Strategy

- Ensuring all work furthers the aims and ambitions of the organisation, including ensuring the financial sustainability of the organisation.
- Developing and sustaining artistic partnerships locally, regionally and nationally.
- Engaging in collaborative leadership with the Development Director, other team members and board, to develop organisational strategy and direction.
- Working with the Development Director on funding strategy and applications.
- Keeping abreast of local need and countywide initiatives e.g. Cornwall Council; Chat, Play, Read; school priorities.
- Keeping abreast of best practice and new ways of working in participatory work, creative writing, creative literacy initiatives.
- Reporting to the Board.
- Advocacy.

### Content

- Planning Annual Programme of venue and outreach activity with the team.
- Planning seasonal programme and events with the team.
- Developing projects & opportunities with partners depending on need, links with strategy, and organisational priorities.
- Developing strategic projects showing leadership in our field, developing practice, & positioning. Local, Cornwall and national.
- Working with The Story Republic Artistic Director to identify opportunities for the two programmes to work together.
- Project management– conception, planning, budgeting, delivery, & evaluation.
- Quality control of existing and new work, including the team of freelance practitioners.
- Writer recruitment for team and project opportunities.

- Identifying training needs for the team and new practitioners.
- Filling the gaps in project delivery where needed.
- Working with team on publicity.
- Working with the Development Director and the team to achieve financial targets.
- Networks and making connections with other writers and organisations.
- Creative and artistic overview of The Writers' Block site.
- Creative and artistic input to education programmes.

## Skills / Experience / Knowledge

### Essential:

- A demonstrable understanding of the potential of the written and spoken word to enrich and empower lives.
- Knowledge of the sector and local and national creative writing / literacy strategy and initiatives.
- Excellent skills as a partnership maker.
- Proven track record of taking a project from initial conception to delivery.
- Excellent communication skills in the written and spoken word.
- Understanding of best practice in creative writing and participatory activity.
- Experience of delivering participatory activity with a wide range of participants.
- Understanding of how to support and create opportunities for emerging writers.
- Managing a team of freelance practitioners.
- Ability to recognise and capitalise on other people's strengths.
- Programming a small venue.
- Experience of developing organisational strategy as part of a team.
- Project development, management and evaluation.
- Engaging communities and those hardly reached.
- Fund raising and securing contracts for work.
- Commitment to Equity, Diversity & Inclusion.
- Good IT skills particularly Office Outlook, Word, Excel and PowerPoint on a Windows system.
- Well organised and able to work in a small team and on your own initiative.
- Driving licence and access to a car.
- To be flexible and work out of office hours from time to time.

### Desirable:

- Existing relevant partnerships and contacts in Cornwall, regionally and nationally.
- Safeguarding.
- Environmental Responsibility.
- Experience of developing and delivering Arts Council Project Grants.

## To apply

### You can either:

Complete the application form, available to download [HERE](#) or from the advert on our website [www.thewritersblock.org.uk/creative-director](http://www.thewritersblock.org.uk/creative-director)

Send the completed application form and up to date CV to [helen.reynolds@keap.org.uk](mailto:helen.reynolds@keap.org.uk)

Please also complete our Equal Opportunities Monitoring form via this link <https://forms.office.com/r/j3zQbF0vWe>

### OR

Submit a voice or video response. Maximum 5 minutes duration. Please ensure you tell us how your skills and experience meet the criteria for this post using the job description and person specification as a guide. Please use specific examples from your previous roles where appropriate.

Please send the video/recording and an up to date CV via WeTransfer to [helen.reynolds@keap.org.uk](mailto:helen.reynolds@keap.org.uk)

Please ensure your CV states your current and recent employment for the last 10 years, and your Post 16 qualifications.

Please also complete our Equal Opportunities Monitoring form via this link <https://forms.office.com/r/j3zQbF0vWe>

**Deadline for applications is 9am on Monday 11 September 2023.**

Late applications will not be accepted.

## Timeline

Role advertised	Monday 14 August 2023
Application deadline	Monday 11 September 2023 at 9am
Interviews	Week beginning 18 September
Candidates informed	Within 3 working days of interview

## For more information

The Writers' Block website has a wealth of information about our work, including our Vision and Mission [www.thewritersblock.org.uk/about](http://www.thewritersblock.org.uk/about)

If you would like an informal chat about the role, please contact:

Amanda Harris (Amanda is on annual leave between 17-28 August)

[amanda.harris@keap.org.uk](mailto:amanda.harris@keap.org.uk)

Helen Reynolds (Helen is on annual leave between 14 Aug-5 Sept)

[helen.reynolds@keap.org.uk](mailto:helen.reynolds@keap.org.uk)

## Information on and limitations of The Writers' Block space

The Writers' Block is resident on the ground floor of a Grade II listed building called The Ladder on Clinton Road in Redruth.

The building, formerly the Passmore Edwards Free Library, is undergoing gradual renovation following years of neglect. Due to this, the venue and the building have some limitations in terms of services and accessibility.

There is no onsite parking. There is street parking outside with a 30 minute limit though this could be extended with Blue Badge use. The building is a 5 minute walk from Redruth rail and bus station.

The main entrance to The Ladder is accessible via a permanent ramp. It has an automatic door suitable for wheelchair users, though this is currently not functioning correctly.

The entrance lobby of the building is flat, though there are often building materials stored there. In preparation for public events, the team ensure that materials do not cause trip hazards.

There is an accessible toilet just off the entrance lobby. There is another toilet near The Writers' Block which contains a baby changing area. It is accessed via a heavy fire door.

The Writers' Block is part of the right hand side of the ground floor. It is accessed via large artist designed doors on each end which are wide enough for a wheelchair. The space inside is cosy, and can be difficult to move around if full of participants. However, the doors at each end mean that access is maintained and all furniture is movable.

The Writers' Block uses atmospheric lighting which can be controlled from a tablet, the 'imagination' uses blackout curtains to create a dark atmosphere, this can be made brighter and doors and curtains open to create a lighter space, but there is no overhead light or window in that section. There are overhead lights and windows in all the other rooms.

There is currently no central heating in The Writers' Block or the adjacent shared/communal space, and as a large granite building, it can get very cold. The Writers' Block can be heated effectively using space heaters, but the communal space is too large. There are plans for central heating to be installed in Autumn.

The kitchen area is currently located in the basement which is accessed via a steep set of stairs, there is a banister on one side and nosing. This can also be accessed through the ground floor at the back of the building. There are plans for a small kitchenette to be installed

adjacent to The Writers' Block on the ground floor in the new year. Currently we serve refreshments via thermos flasks on the ground floor.

There is no lift in the building.

Both the communal space next to The Writers' Block along with other parts of the building will be subject to renovation works in the near future, so services and accessibility are liable to change. We will work closely with our landlords to ensure that access is maintained for our team and participants and are very happy to discuss and implement changes to address needs.