



Job Title: General Manager (Freelance)
Location: Home working plus in-person meetings and festival dates at Kelburn Estate
Fee: £14,000-£18,000 fee dependent on experience
Terms: Self-employed freelance. Anticipated 2-3 days per week plus build/event days. 2023 Festival dates: 30 June - 3rd July.
Reporting to: Festival Director and Creative Producers
Responsible for: Department Heads
Internal relationships: Festival Director, Operations Manager, Production Manager, Creative Producers, Music Coordinator, Site Manager, Marketing Officer, Financial Controller.

Job Description: Responsible for the management and delivery of Kelburn Arts flagship event, The Kelburn Garden Party, a four-day, 6,500 capacity music and arts festival targeted at a cross-generational audience. The event is held at Kelburn Castle and Country Centre in Fairlie, Largs. The festival has a focus on outdoor arts and activities with a fantastic music programme. There are multiple stages, bars, concessions, and activities situated throughout the grounds presenting a wide range of music and performance including DJs, Bands, Cabaret/Variety, Circus, and Spoken Word.

The Festival has taken place for several years with a motivation to encompass a wide range of both visual and performance art, it is our intention to continue to develop Kelburn Garden Party as a key cultural event for North Ayrshire and the wider cultural landscape of Scotland.

Key Responsibilities:

- Financial Management
 - To deliver sound financial management of the festivals.
 - Setting and managing the annual budget in collaboration with the Festival Director and Financial Controller.
 - Establishing a long-term financial management strategy.
 - Maintain close financial oversight of all areas of the business in line with agreed targets.
- Governance
 - Reporting to the Festival Director on the status of the Festival plans and development.
 - Chairing all Production and General Meetings including preparation and circulation of agendas and minutes.
 - Oversight of the Festival Production Timeline.
 - Developing and implementing appropriate policies and procedures across all areas of the Festival ensuring regular review and implementation.
 - Line management of all Department Heads including the remit to motivate, inspire, and enhance the team in all of their work.
 - Ensuring best practice in governance of the Festival.

- Negotiating and issuing contracts to Department Heads and Crew.
- To be aware of and keep updated on regulations and any changes that may impact the Festivals.
- Ensure that event, public, and employers liability insurance is up to date and fit for purpose, and be a point of contact with insurers.
- Lead on developing and implementing effective HR procedures and structures.
- Event Planning & Delivery
 - Updating the Management Plan and Schedules and ensuring they are distributed to relevant parties.
 - Ensuring Department Heads deliver the aspects of their role on time and within budget.
 - Communication with Arts, Government, Council, and other organisations.
 - Negotiating and confirming all contracts and licences with the above.
 - Working with Programming and Artist Liaison to draw up and confirm all contracts and terms with artists and performers.
 - Working with department heads for delivery of Festival logistics.
 - Overseeing recruitment of additional freelance staff and ensuring appropriate training and appraisal.
 - Securing licences as required.
 - Overseeing local outreach programmes.
 - Working with Box Office and Crew Coordination to order wristbands and merchandise.
 - Overseeing the smooth day to day operation of the Festivals.
- Public relations & Marketing
 - Overseeing company databases ensuring GDPR compliance.
 - Ensuring the Festival continues to meet audience development ambitions.
 - Setting annual marketing budget.
 - Work with the PR Manager to review and input to the marketing strategy to ensure the continued growth of the Festival.
 - Championing the Festivals at a local, national and international level.
 - Where appropriate, represent the Festivals at meetings and events.
 - Promoting the core values of the festival to audiences and artists.
 - Working closely with the team at Kelburn Country Park and maintaining good relationships with the people of Largs, local organisations and businesses.
- Monitoring and Evaluation
 - Organising and overseeing event debrief with all Department Heads.
 - Delivery of Event Report to Festival Director and Department Heads.
 - Managing audience post-event surveys and compiling results.

Person Specification: The General Manager should be innovative, professional, and able to work closely with a diverse team. As well as requiring business and managerial skills, they should be a “hands on” team member willing to put in the work required to make the event successful. This role has been managed previously as a job share and we would be open to discussing this again.

Essential Attributes:

- Experience working in a fast-paced festival environment;
- Proven track record in event or festival management;
- A confident, friendly manner, able to work independently and under high pressure;
- A solid knowledge of the local, UK and international festival scene;
- Excellent time-management;
- Strong administrative skills including proficiency in Microsoft Office Suite and experience using online booking management software;
- Leadership skills with the ability to lead and motivate others;
- A flexible approach to the role.

Desired Attributes:

- A love of festivals;
- Familiarity with funding applications and funding streams;
- Experience working with ticketing systems;
- Full, current drivers licence;
- Current First Aid qualification;

Terms and Conditions:

- The General Manager position offers a 3 year contract.
- This position will include a 6-month probationary period.
- This is a freelance role. You will be responsible for your own tax and national insurance contributions.
- You will be required to manage your own time and workload although it is to be understood that at times you may be expected to work such hours as necessary in order to deliver the festival successfully.
- You must be legally able to work in the UK.

Application Process:

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| 1. Application closing date: | 13th Dec '23 |
| 2. First Interview date: | Week commencing 9th Jan '23 |
| 3. Second interview date: | Week commencing 23rd Jan '23 |
| 4. Intended Start Date: | Mid February '23 |

To Apply:

Please submit:

- A CV outlining your relevant experience.
- A cover letter of no more than 2 pages outlining:
 - Your relevant skills and experience;
 - Why this role appeals to you;

Please send CV and covering letter to the General Managers at gm@kelburnarts.com by 5pm on 13th December 2023.

POST TO:

Creative Scotland
KGP Website
Outdoor Arts
Indeed

Guardian
LinkedIn