

Job Profile – Assistant Director Culture Policy and Events (TBC)

Department: Place

Responsible to: Strategic Director Place

Responsible for: Culture Policy, Event Management, UNESCO City of Film, Visit Bradford, City of Culture Legacy

Job purpose

Lead and develop the cultural strategy, driving the development and implementation of national, regional and local policies to enrich the cultural fabric of the community.

Build, nurture and sustain effective multi-agency partnerships ensuring the delivery of needs-led integrated, joined-up, fit for purpose and responsive services.

Corporate responsibilities

1. Contribute to the strategic leadership of the Council by establishing, leading, developing and implementing effective strategies and plans that will deliver the Council's priority outcomes.
2. Create, encourage and role model a culture of achievement and service excellence through efficiency and continuous improvement.
3. Inform, support and advise Elected Members so that they can fulfil their executive, scrutiny and representational responsibilities.
4. Design and implement service delivery standards and performance criteria and develop and mature key performance data.
5. Champion employee engagement and experience ensuring Bradford Council is a great place to work and has an inclusive culture in which all staff have a voice and are supported in achieving their potential.
6. Ensure the department resources are used and managed effectively, efficiently and sustainably and in accordance with Council Standing Orders and Financial Regulations.

7. Ensure that all decisions made across the department are based on sound risk management principles which comply with Council procedures and processes within its financial, legal, ethical and statutory frameworks.
8. Take collective responsibility for the delivery of the Council's transformation programmes.

Service focused responsibilities

1. Develop and oversee the execution of Bradford Council's cultural policies and strategic plans, ensuring alignment with the council's broader objectives; Culture Is Our Plan refresh.
2. Lead the planning, coordination, and delivery of major cultural events, festivals, and programmes, ensuring high-quality and impactful experiences.
3. Lead the re-energisation and enhancement of the UNESCO City of Film strategy and partnerships to ensure Bradford is a key location for Film and TV production and is a film-friendly city.
4. Ensure interconnectedness between, WYCA, creative industries and the visitor economy through the West Yorkshire Local Visitor Economy Partnership and the Destination Management Plan.
5. Build and maintain strong relationships with local communities, Business Improvement Districts (BID), cultural organisations, and stakeholders to promote inclusive cultural participation.
6. Direct and lead the City of Culture Legacy Programme for Bradford Council, Bradford Culture Company Limited and the wider sector.
7. Guide the creation and review of cultural policies, ensuring they are responsive to emerging national trends and community needs.
8. Oversee the budgeting and financial management of cultural projects, grants and events, ensuring effective resource allocation.
9. Manage and inspire a diverse team of cultural professionals, fostering a collaborative and high-performing work environment.
10. Establish and nurture partnerships with external organisations, sponsors, and governmental bodies to enhance the cultural offer and secure funding.
11. Monitor and evaluate the effectiveness of cultural policies and events, providing insights and recommendations for continuous improvement.
12. Champion the value of culture and arts within the community and at regional, national and international levels, influencing policy and funding decisions.

Dimensions of role (direct/ indirect as applicable) e.g. total number of staff managed/ total budget/ total scope of role

- Manage a gross budget of £8m +
- Responsibility for a workforce of c. 25 to 80

Structure Chart (role of direct reports)

Person Specification – Assistant Director Culture Policy and Events

Qualifications	<p>Bachelor's degree in Arts, Culture Management, Public Administration, or a related field.</p> <p>Evidence of sustained personal and professional development.</p>
Experience	<p>Successful track record at a senior management level of achieving improved key priority outcomes in a comparable organisational context and environment.</p> <p>Experience in the development, presentation and implementation of cultural strategy and policy and event management.</p> <p>Extensive experience of effective corporate and collaborative working, building cross sector or cross service partnerships and relationships to deliver corporate and service priorities.</p> <p>Extensive experience of successful financial management including budget formulation, financial planning, monitoring and control, within tight financial limits in a complex organisation.</p> <p>A track record of promoting, leading and implementing change programmes, delivering customer focused services, improving service quality, operational performance and culture.</p> <p>Experience of applying high level understanding when exercising judgement in challenging and sensitive circumstances, providing advice at a senior level to local government, or a comparable organisation, to achieve corporate objectives.</p> <p>Tangible evidence of leading and motivating people; developing a high performing culture with continuous service improvement and effective performance management.</p> <p>A track record of promoting and delivering positive solutions to achieve diversity, equality of opportunity and preventing discrimination.</p>
Skills and knowledge	<p>Understanding of the legal, financial and political workings of local government and current best practice on tackling the kind of challenges that face local government services.</p> <p>In-depth knowledge of cultural trends and best practices.</p> <p>Ability to develop rapport and work effectively with a diverse range of people, consulting with, listening to and understanding varying needs.</p>

	<p>Ability to form sound, evidence-based judgments, find solutions to complex issues and problems, assessing risks and taking responsibility.</p> <p>High degree of self-awareness, with the ability to own mistakes and move quickly to develop contingency and / or mitigation strategies.</p> <p>Ability to inspire, guide, motivate and develop people, to achieve high performance.</p> <p>Ability to listen to and influence others, presenting information and arguments convincingly.</p> <p>IT literate and able to manage information systems as necessary.</p>
Other requirements	<p>Prepared to take an active role in the district affairs outside usual office hours, including weekends and holiday periods.</p> <p>To participate in the Senior Leadership Team (SLT) Emergency Duty rota.</p> <p>This post is subject to DBS requirements.</p> <p>This post is politically restricted.</p>

Completed by:	David Shepherd	Date:	30/05/25
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