



Image credit: James Bass, Dominoes, 2022

NORFOLK
NSM
NORWICH
FESTIVAL

Head of Festival Connect & Create
Festival Connect & Create

Norfolk & Norwich Festival shares exceptional arts experiences across East Anglia. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play.



Dear Applicant

Thank you for your interest in this role at Norfolk & Norwich Festival. This is an exciting opportunity to shape our work with children and young people in East Anglia. You will lead FC&C strategy, advocacy, research and stakeholder relationships and oversee the team as they devise, deliver and evaluate programmes of activity.

The multi-artform Norfolk and Norwich Festival takes place each May. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create (FC&C) is our year-round initiative to improve the cultural and creatives lives of children and young people and their communities across Norfolk, Suffolk, Cambridgeshire and Peterborough. Festival Connect & Create builds on Norfolk & Norwich Festival's previous role as an Arts Council England Bridge Organisation. Learning from ten years of Festival Bridge, we support creative leaders – artists, educators and young people – to enhance their skills, knowledge and confidence supporting CYP. Our approach is unique because we believe FC&C participants' voices should be shared with audiences and we enhance our Festival through the inclusion of FC&C projects.

Norfolk & Norwich Festival welcomes applicants from a wide mix of people because we want our workforce to be inclusive of people from a diverse range of backgrounds. We are therefore particularly interested in receiving applications from people who identify as disabled, people from culturally diverse backgrounds and people from socio-economic backgrounds that are currently under-represented in the arts.

All the information you need about the post and the application procedure is provided in the accompanying documents. If you have any questions about the post feel free to email me via Sava Radulovic, Office Manager on sava.radulovic@nnfestival.org.uk. The deadline for applications for the post is 10am on Monday 20 October 2025. Interviews are planned for 5 & 6 November 2025.

If you are interested in working for us and believe this job suits you, I encourage you to apply.

Best wishes,

A handwritten signature in dark ink, reading 'Daniel Brine'.

Daniel Brine
Artistic Director and Chief Executive





Our CORE VALUES underpin all of our work. Our values are to be:

CREATIVE - We champion artistic excellence and value creativity in everyone.

CURIOUS - We explore and reflect the changing social and physical contexts in which we live.

INCLUSIVE - We are respectful of the diversity and difference of people and their views and values.

COLLABORATIVE - We work with artists, communities, peers, partners and stakeholders to achieve common goals.

STRATEGIC - We balance artistic and social ambition with a sustainable business.

All of our work is informed by our PROGRAMME PRINCIPLES:

- **Art relevant to today**, blurring the boundaries between artforms and between art and everyday life.
- **'Festival spirit'** which we bring to our work to celebrate, to share cultural experiences and to bring our community together.
- **Questions and actions about a Social Responsibility** with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability.

Norfolk & Norwich Festival GOALS:

- To have more people experience and value the arts.
- To hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences.
- To be a champion for excellence in our cultural offer for children and young people.
- To be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond.
- To be socially responsible, committed to questions and actions about a changing world.
- To have a stable and adaptive business structure with diverse income streams.





Head of Festival Connect & Create (0.6 fte)

Team: Festival Connect & Create
Reports to: Artistic Director & Chief Executive
Responsible for: Festival Connect & Create Senior Producer
Festival Connect & Create Senior Manager
Festival Connect & Create Manager
Freelance contractors as required

Purpose of role

Lead Festival Connect & Create (FC&C) a Norfolk & Norwich Festival (NNF) initiative to improve the creative and cultural lives of children and young people and their communities. With support from the Artistic Director & Chief Executive lead FC&C strategy, research, advocacy, stakeholder relationships and financial management. Oversee the FC&C team as they devise, deliver and evaluate the FC&C programmes of activity.

Introduction

Festival Connect & Create is a Norfolk & Norwich Festival initiative to improve the creative and cultural lives of children and young people and their communities in East Anglia (Norfolk, Suffolk, Peterborough and Cambridgeshire). FC&C activates creative people and cultural communities by connecting leaders, delivering interventions and sharing ideas, knowledge and experiences. FC&C contributes to NNF's mission to lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play.

We believe in the value of creative and cultural participation to develop creative potential and support social, cultural and economic wellbeing. FC&C is instrumental in NNF's partnership working to support creativity in communities in places of need.

Festival Connect & Create delivers:

Advocacy and research

- Participation in Arts Council England's Strategic Organisations for Children and Young People (SCYPO) initiative.
- Advocacy, research and knowledge exchange around the creative and cultural offer for children and young people in East Anglia.

Creative Leaders

- Peer networks and professional development support for Creative Leaders – Artists, Educators and Young Creatives – to support the creative and cultural lives of children and young people and their communities in East Anglia.
- Bursary schemes and peer-learning cohorts for Artists and Young Creatives.
- An information sharing resource for East Anglia organisations committed to supporting young people who are active in youth cultural activity.

Creative Schools

- An artist-in-schools residency programme.
- An information sharing resource for Educators who are champions of creativity and cultural activity in schools.

Creative Places

- Advocacy and an information sharing resource for Place-based partnerships in East Anglia' including Local Cultural Education Partnerships (LCEPs).
- Place-based producing, seeding activity and working in partnership with organisations and communities in places of need in East Anglia to deliver unique engagement projects.

Festival

- Sharing of FC&C projects with audiences, as part of the annual Norfolk & Norwich Festival.

The Festival Connect & Create Team

The Festival Connect & Create team is collaborative and mutually supportive, working together towards common goals:

- The Head of Festival Connect & Create leads the team and is responsible for the overall FC&C strategy, advocacy (internal and external), reporting and evaluation, budget overview, and key stakeholder and partner relationships.
- The Festival Connect & Create Senior Manager (0.8fte) leads our work in formal and informal education settings.
- The Festival Connect & Create Senior Producer leads strategy for Creative Places, is the lead producer of Creative Places projects, and leads on the delivery of the presentation of FC&C projects within the Festival.
- The Festival Connect & Create Producer produces Creative Places projects.
- The Festival Connect & Create Manager leads our support initiatives for Creative Leaders.
- The Festival Connect & Create Administrator (0.6 fte) is the administrator for the team.

Main Duties

1. Working closely with the Artistic Director & Chief Executive (AD/CEO) lead FC&C strategy providing clear direction for the initiative and a framework in which to delivery programmes of activity.
2. Lead the FC&C team to devise, deliver and evaluate the FC&C programme of activity. Work closely with the AD/CEO to agree the programme of activity and ensure its integration across the organisation.
3. Instigate, build and/or manage key stakeholder relationships nationally and in East Anglia with organisations and individuals with shared ambitions. These include cultural organisations, education providers, cultural education related networks, Music Education Hubs, Local Authorities, and non-arts partners.
4. Represent NNF and FC&C at the Arts Council England South East Strategic Children and Young People Organisations (SCYPO) meetings.
5. Utilise members of the FC&C team in the maintenance of relationships with stakeholders and where appropriate develop delivery partnerships.
6. Line manage the FC&C Senior Manager, FC&C Senior Producer, FC&C Manager to ensure effective delivery by the FC&C team. (Note the FC&C Producer and FC&C Administrator are line managed by the FC&C Senior Producer). Ensure the tasks and performance measures for the FC&C team are clearly expressed and agreed.
7. Contribute to the NNF Team Leaders' Group including representing the work of the FC&C team to the group.
8. Oversee the relationship of the FC&C team with other NNF teams to ensure a cross-organisation approach to ensure strong teamwork and collective impact. Draw on the leadership and expertise of the Communications & Development team in data management, digital and print marketing, fundraising, etc and draw on the leadership and expertise of the Production & Programme team in event delivery, health & safety, contracts etc.
9. Working closely the Head of Communication and Development, oversee the communications strategy for FC&C and ensure its effective delivery through the Communications and Development team.
10. Lead NNF's research (including engaging freelance consultants) focusing on the improvement of the creative and cultural offer for children and young people. Ensure impact measurement and where appropriate creative evaluation within the team and organisation. Share research across the sector and advocate regionally and nationally.
11. Oversee the Connect & Create budget. Work closely with the AD/CEO to allocate the budget. Monitor income and expenditure,

ensuring timely and efficient use of resources. Provide the Executive team and Head of Finance with reports/updates as required.

12. Prepare reports – narrative, analytical and financial - as required to the Board, stakeholders, funders and partners.
13. Ensure knowledge of sector developments are shared across the wider NNF team.
14. Be an advocate for NNF and represent the organisation at events and networking opportunities as appropriate.
15. Undertake training as identified and agreed with the AD/CEO, which might include health and safety, safeguarding and first aid training.
16. Undertake any other duties which might reasonably be deemed to be within the status of the job and appropriate to the post
17. Carry out all duties in accordance with appropriate internal and statutory procedures and adhere to NNF's employment policies, procedures and plans including those for Safeguarding Children and Adults at Risk, Equal Opportunities, Health and Safety, Environmental Sustainability Plan and Equality, Diversity and Inclusion Plan.

Person Specification

We will use the essential and desirable person specifications to select candidates for interview.

It is **essential** that the Head of Festival Connect & Create has:

- Experience of working at a senior level in the cultural and/or education sector.
- An understanding of the UK arts and cultural ecology.
- An understanding of the UK creative and cultural education ecology.
- Experience of developing strategy and programmes of activity to meet strategic objectives.
- An understanding of artistic practices and experience of working with artists.
- Experience of networking.
- Experience of building and maintaining partnerships at the highest level.
- Experience of working with a broad range of stakeholders.
- Experience of devising and delivering programmes of activity.
- Experience of budgeting and budget management.
- Knowledge and experience of strategic evaluation/impact measurement.
- Demonstrated strong team skills and experience of team leadership and managing staff.
- A commitment to equality, diversity and inclusion in artistic and learning programmes.
- An understanding of Safeguarding.

It is **desirable** the Head of Festival Connect & Create has:

- Knowledge of the cultural and/or educational ecologies across East Anglia.
- Experience of working with/in an Arts Council England regularly funded organisation.
- Extensive professional contacts in the cultural and/or educational ecologies.
- Experience of fundraising.
- An entrepreneurial approach.

NNF staff are expected to be



- Team players
- Good communicators, using appropriate means in effective ways.
- Flexible and proactive in their approach to work.
- Willing to learn and develop.
- Able to manage their own workload with minimum supervision.
- Able to remain calm under pressure.
- Reliable time-keeping with a good attitude to attendance.
- Committed to equality in the workplace.
- Computer literate, including possessing basic word processing and spreadsheet skills.

Terms & Conditions of Employment



This is a 0.6fte, permanent post

Salary

£45,000 per annum pro rata, equating to £27,000.

Annual Leave

Full-time entitlement for permanent staff is 28 days holiday per year, in addition to bank holidays.

Hours of Work

3 days (22.5 hours excluding breaks) per week. You should agree your working pattern to enable you to work your contracted hours with your line manager. The nature of the position means some evening and weekend work will be required.

Pension

Norfolk & Norwich Festival operates an auto enrolment pension scheme.

Place of Work

The place of work will be the Festival's offices in Norwich Guildhall, a grade I listed building in central Norwich, and as required by NNF at such other places where the organisation carries on its proper business. The Festival uses a variety of venues throughout Norwich and Norfolk for performances and events.

Travel

You will be required to travel throughout the region, sometimes in rural and isolated areas, nationally and internationally. Travel expenses will be reimbursed on the basis of the cheapest available public transport fare or at the appropriate rate for mileage established by Norfolk & Norwich Festival.

Notice Period

One weeks notice in writing on either side during the probation period. This increases to three months once the appointment is confirmed.

Equal Opportunities

Norfolk & Norwich Festival is committed to a policy of equality of opportunity in its employment practices. Norfolk & Norwich Festival is working towards equal opportunities in employment, with the aim of ensuring that everyone who applies to work for us receives fair treatment. To help us to achieve this aim we ask you to complete the Equal Opportunities Monitoring Form. This information will be used to monitor the effectiveness of our Equal Opportunities Policy and for no other reason.

Special Conditions

The post has been identified as being exempt from the Rehabilitation of Offenders Act (1974) due to the nature of the work undertaken. The post therefore requires a Disclosure & Barring Service Check (previously Criminal Records Bureau), a requirement for the protection of children and vulnerable adults.

How to apply



Application Procedure

Application is by the completion of Norfolk & Norwich Festival's Application Form (a CV may be attached, in addition, if desired) which should be emailed to sava.radulovic@nnfestival.org.uk along with a completed Equal Opportunities Recruitment Monitoring Form.

For the supporting statement in section 3 of the the application form, we encourage you to use examples to demonstrate how your skills and experience meet the criteria in the person specification.

If you would rather submit section 2 and 3 of the application form by video, please use a common format such as MOV, MP4 or AVI and submit this alongside your application.

If you require the forms in large print or would like a paper copy posting to you please contact sava.radulovic@nnfestival.org.uk.

Applications can also be posted to:

Sava Radulovic
Norfolk & Norwich Festival
Norwich Guildhall
Gaol Hill
Norwich, NR2 1JS

Please mark your envelope PRIVATE AND CONFIDENTIAL, ensuring that you have used sufficient postage.

Applications submitted without a completed application form (i.e. CV only) will not be considered.

Deadline

The deadline for receipt of applications is 10am, Monday 20 October 2025. No applications can be considered after the closing date.

Interviews

We anticipate that interviews will take place on 5 & 6 November 2025. Please advise us if you are unavailable at this time.

Applicants will be notified if they have been shortlisted for interview by Friday 31 October. Whilst we would like to be able to contact all unsuccessful applicants, with the volumes of applications received that is not always possible.

Queries

If you have any questions about the post or application process, please contact the office Manager on 01603 877750 or sava.radulovic@nnfestival.org.uk





Norfolk & Norwich Festival

Norfolk & Norwich Festival (NNF) shares exceptional arts experiences across East Anglia. Through our two main activities – the Festival and Festival Connect & Create – we lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk each May. The Festival programme is multi-artform, contemporary, international and audience centred. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create (FC&C) activates creative people and cultural communities by connecting leaders, delivering interventions and sharing ideas, knowledge and experiences. We support life-long creative engagement and have a focus to improve the cultural offer for children and young people. Our networks connect teachers, artists, young people and Local Cultural Education Partnerships. We undertake place-based collaborations which give local communities a creative focus and contribute to social renewal. FC&C is a year-round initiative across East Anglia (Norfolk, Suffolk, Cambridgeshire and Peterborough).

All of our work is underpinned by our 'programme principles' – our embrace of:

- art relevant to today, blurring the boundaries between artforms and between art and everyday life.
- 'festival spirit' which we bring to our work to celebrate, to share cultural experiences and to bring our community together
- questions and actions about a changing world, with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability

Norfolk & Norwich Festival's goals are:

- to have more people experience and value the arts
- to hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences
- to be a champion for excellence in our cultural offer for all children and young people
- to be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond
- to be socially responsible, committed to questions and actions about a changing world
- to have a stable and adaptive business structure with diverse income streams.

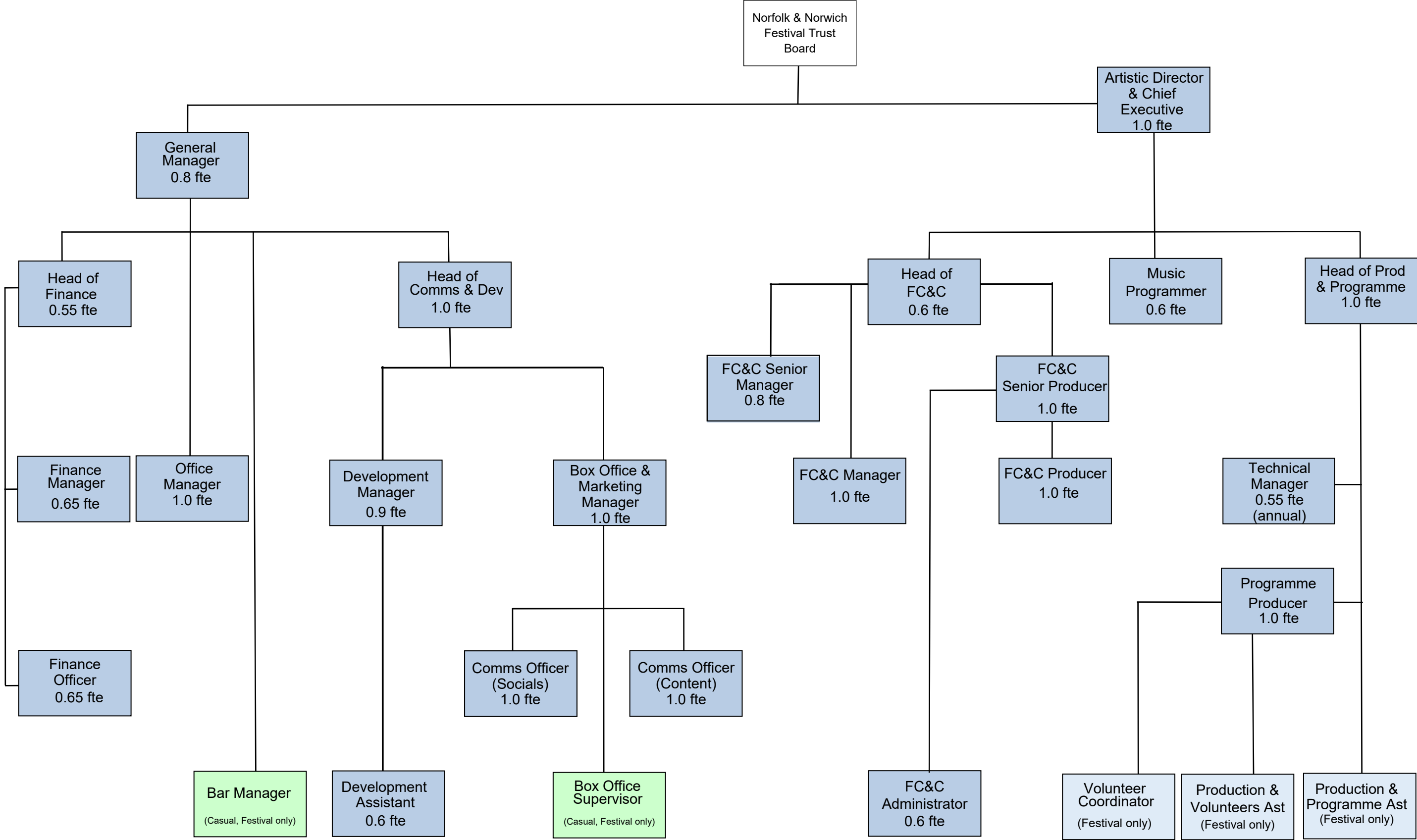
All of our work is underpinned by our core values, which are to be:

Creative	We champion artistic excellence and value creativity in everyone.
Curious	We explore and reflect the changing social and physical contexts in which we live.
Inclusive	We are respectful of the diversity and difference of people and their views and values.
Collaborative	We work with artists, communities, peers, partners and stakeholders to achieve common goals.
Strategic	We balance artistic and social ambition with a sustainable business.

Norfolk & Norwich Festival is an Arts Council England National Portfolio Organisation and financially assisted by Norwich City Council and Norfolk County Council. Our annual turnover is around £2.25 million each year. We are a registered Charity.

nnfestival.org.uk

Norfolk & Norwich Festival Organisation Line Management Structure



Casual Festival Contracts

variable

Technical crew, bar staff, event managers, box office, publicity team, security, Spiegeltent front of house, etc.

DNS
IT Support

HR Dept
(Freelancer/
Agency)

David Caines
(Freelancer/
Agency)

**Bread and
Butter PR**
(Freelancer/
Agency)

Programme
Partner:
National Centre
for Writing



How we use your data for recruitment purposes

Background

This privacy policy covers how we, Norfolk & Norwich Festival Trust, collect, use, store and protect the data that is supplied to us by job applicants and agencies.

Our commitment to job applicants

We believe in equal opportunities and will treat all applicants fairly with no discrimination. We never knowingly provide misleading information about the nature of the role. We are committed to managing your personal information securely and with respect in accordance with the General Data Protection Regulation requirements.

The information we collect may cover the following:

- contact information (name, address, phone number and email address)
- information from CV, application form or covering letter (education, skills and qualifications)
- psychometric tests
- health records (such as health questionnaires) where required as part of the role
- occupational health reports (if higher level screening is required for role) with access to medical records consent being given by the applicant
- Disclosure and Barring Record where a requirement for the role
- references from the named referees that the applicant provides and only with the applicants' consent.
- visa and proof of the right to work in the UK documents, such as a copy of or details from your passport
- employment records (including job titles, work history, working hours, training records and professional memberships)
- salary, annual leave, pension and benefits information
- access to your DVLA portal and details you supply of your car insurance where relevant.

We may also collect, store and use "special categories" of more sensitive personal data which require a higher level of protection such as information about your race or ethnicity, religious beliefs, sexual orientation and political opinions, in addition to information about any criminal convictions and offences.

Purpose of data collection

The purpose of collecting this information is to find suitable candidates to fulfil a specific role within our Company, and to check that you are entitled to legally work in the UK. We collect personal information either directly from candidates or sometimes from an employment agency. We may sometimes collect additional information from selected background check agencies; for example, where appropriate to the role we may ask for DBS checks to be undertaken. Where appropriate, we will collect information about criminal convictions as part of the recruitment process. We are allowed to use your personal information in this way to carry out our obligations to ensure those recruited are suitable to deliver our work, for example compatible with our safeguarding procedures

How the information is held.

Most information is transmitted by email and is stored on our computers, and our paper based filing. We use a secured server which supports our email servers and any cloud-based file storage system. All this information can only be accessed by authorised staff within our Company. Our



staff are trained to understand the importance of keeping personal data secure. Our computers are safeguarded by anti-virus software and the regular changing of security passwords.

The information on unsuccessful candidates for specific roles will be held for 6 months in line with CIPD recommended best practice. After which paper files will be securely disposed of and computer records deleted. Only if we have asked, and you have given your consent, then we will continue to hold your data beyond six months for an agreed period.

The information on successful candidates will be held on your personnel file for a period of at least 6 years following the termination of your employment; some personal financial data will be destroyed after 2 years; Health and Safety information must be held for a minimum of 40 years.

Disclosure

We may disclose selected information for the purpose of obtaining references. Where additional information is required the information may be disclosed to the Disclosure and Barring Service, your G.P or an Occupational Health professional only after you have given your consent.

You have specific rights in connection with personal information: to request access to your personal information; **request correction** of the personal information that we hold about you; **request erasure** of your personal information; **object to processing** of your personal information where we are relying on a legitimate interest; **request the restriction of processing** of your personal information; **request the transfer** of your personal information to another party and the **right to withdraw consent**.

Complaints

Privacy complaints are taken very seriously and if you believe that we have breached your privacy you should in the first instance write to Brenda Seymour, General Manager, who has responsibility for Data Protection within our Company stating the details of your complaint. We would ask that you provide us with as much detail as possible to allow a thorough investigation. Your complaint will be acknowledged within 72 hours and we aim to resolve any complaint within 21 days. However, depending on the complexity of the complaint and availability of external agencies it may on occasions take longer.

Should your complaint show that we have breached our duty of care we will report the breach to the Information Commissioner's Office (ICO). If you are not satisfied by our response you may complain to the ICO.

Reviewed by Brenda Seymour and Gemma Layton, 17 December 2019