

## Strategic Lead – Arts & Creative Health

| Service       | Reporting to                                  | Location | Grade | Salary                        | Hours                               |
|---------------|---|----------|-------|-------------------------------|-------------------------------------|
| Cross-service | Naomi Lewis/<br>Tina Parsons/<br>Sam Sandford | Hybrid   | 7     | £32,909 - £35,411<br>pro rata | 0.6FTE (21h36m/week<br>over 3 days) |

### About the role

---

Salford Community Leisure (SCL) is excited to introduce a new role to provide a strategic lead for Arts and Creative Health in Salford. SCL are proud ambassadors for Creative Health and many of our services already provide creative outlets for the people of Salford including music, dance, drama, visual art, reading and writing, horticulture and utilising cultural venues. We are looking for an individual to help us co-ordinate this work from a Creative Health perspective, and link with Greater Manchester strategies including those around mental health, prevention and social prescribing, to ensure we remain at the forefront of Creative Health development in the region.

This role is for a fixed term of 3 years; the first year will be dedicated to assessing the landscape, gathering data and identifying the current initiatives and delivery, as well as opportunities for development and growth. This audit will then be the basis for the Strategic Lead to develop a strategy for the City which they, along with key partners, will begin implement in years 2 and 3.

We are looking for someone with good knowledge of current research, frameworks and initiatives in this area, including, but not limited to, GM Creative Health City Region Strategy, GM Integrated Care Partnership, Public Health Outcomes Framework and current best practice around arts development and engagement.

The post holder will:

- Represent Salford Community Leisure at relevant Salford and Greater Manchester networks and advocate for Salford's arts and creative health work at regional and national levels, ensuring SCL's involvement with strategic planning and advocacy for creativity, culture and arts is recognised as a wider determinant of health & wellbeing.
- Build links with stakeholders, including end users and cultural and health organisations to evidence need and set up a Creative Health Champion Network.
- Work closely with key partners in the City to develop and deliver an evidence-based, joined-up strategy, including Public Health and Salford City Council alongside the newly formed Creative Health Champions network.

- Monitor, evaluate and evidence the impact of the Creative Health strategy, ensuring collaborative opportunities are maximised.
- Identify and lead in applying for grant funding to support this work and community arts delivery both within SCL and collaboratively with partners across Salford and Greater Manchester, with responsibility for managing successful bids alongside core budget.
- Maximise collaborative opportunities within SCL for creative health and arts work for the benefit of service users and organisational development.

## Key outcomes

---

- Delivery of collaboratively-produced Creative Health Network and Strategy for Salford
- Grant funding raised, with effective management and all necessary reporting for associated budgets and commissioned services
- Effective monitoring and evaluation frameworks implemented to collect data and evidence impact, with associated reporting.
- Service priorities and other agreed targets are successfully met.
- High levels of performance and customer service are consistently achieved.
- Staff and volunteers working on projects are well-managed, motivated, supported, trained and appropriately deployed.
- Health and safety, safeguarding and other regulations are effectively followed.
- Strong relationships with colleagues and partners across various sectors are built and maintained

## What we need from you

---

What we expect from you:

- Exemplary communication skills and the ability to build and maintain fruitful partnerships
- Excellent organisation skills and the ability to embrace a varied workload
- Effective management of budgets, with experience of the grant funding process
- Demonstrable experience of working at a strategic level within the cultural and/or health sectors, with good working knowledge of best practice in arts development, health and wellbeing planning, collaboration and delivery.
- Ability to locate, absorb, analyse and synthesize information across academic and policy reports, informing best practice models for Arts and Creative Health delivery
- Work closely with all service teams and support services and ensure correct procedures and protocols are followed
- Continually look at improvements to existing practices and procedures and encourage innovation and new ways of working
- Work closely with other Strategic Leads and partners - locally, regionally, and nationally - to maximise opportunities for cross working and cross promotion across the organisation and externally
- Employee management skills, including the ability to lead, motivate, develop and support individuals and teams, consistent with Salford Community Leisure's Leadership Way.
- Ensure any staff managed by the post-holder are supported through regular 1-1 meetings, welfare checks, informal catch ups, annual appraisals, clear work programmes and regular feedback and recognition, in line with service plans, policies and procedures
- Commitment to the successful delivery of SCL priorities.

- The ability to act enthusiastically and appropriately as a senior member of staff, in line with the Salford Community Leisure behaviours, supporting colleagues and partners.
- Commitment to ensuring that SCL's services respond to the varying and changing needs of customers and communities.
- Ability to demonstrate and develop resilience and work under pressure.
- Ability to lead and manage change
- Ability to form and maintain strong partnerships within Salford Community Leisure and across a range of organisations.
- Openness to the views of others – ability to constructively challenge and be challenged.
- Commitment to consistently demonstrating, encouraging and recognising the SCL behaviours: Professional, Respectful, Knowledgeable, Passionate and Solutions Driven.

#### Desirable

- Undergraduate degree or equivalent in arts, culture, humanities or health subjects (or equivalent experience)

### What we can offer you

---

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Appraisal to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

#### **Developing your leadership skills**

Develop management skills by attending a SCL management training programme which covers all aspects of being a manager and the expectations of being a SCL manager.

#### **Online learning**

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: GDPR, Corporate Information Security Policy (CISP) e-learning safeguarding awareness.

#### **Professional Development**

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard.

#### **Tailored Development**

## Our Behaviours

---

### We want everybody to strive to be:

- Professional
- Respectful
- Knowledgeable
- Passionate
- Solutions Driven

We are determined to ensure we have the right people with the right values working with us and these behaviours are at the heart of who we want to be.

## Our organisation's values

---

### We have four values: Openness, Honesty, Social responsibility, Caring for others:

1. **Openness** – nobody's perfect, and we won't hide it when we're not
2. **Honesty** – we are honest about what we do and the way we do it
3. **Social responsibility** – we encourage people to take responsibility for their own actions and their community
4. **Caring for others** – we support the local community and we always strive to think about the consequences of our actions on others.

These values form the foundations of our organisation and create a standard to be held accountable to.



## Building a Great Place to Work

---

Salford Community Leisure (SCL) is a good place to work; with over 500 employees servicing more than 3 million customer visits at 60+ venues across the city each year. We exist to enhance the lives of people living in Salford through providing sport, leisure and cultural opportunities.

Our organisation has grown significantly over the past 15 years as the breadth of services have expanded and diversified. This growth has positioned SCL as the main provider of Leisure in the city and has resulted in many positive benefits to both our employees and customers; however it has also created some internal challenges that have resulted in the organisation not operating as effectively as it could.

The 'Building a Great Place to Work' programme will invest in and develop the organisation, provide people with the skills to be flexible, deal with change and encourage greater engagement and participation throughout the organisation.

## Application guidance

---

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.