CREATIVE DIRECTOR

JOB APPLICATION PACK

Welcome from Gareth Morgan, Chair of the Board

Hello, and thank you for your interest in joining SEALL. We're delighted that you're looking at this exciting opportunity to become part of our fantastic team.

For more than three decades, SEALL has been at the heart of culture in Skye, Raasay and Lochalsh. Throughout that time, we've excelled in bringing world class performers to rural communities and celebrating the wealth of talent that makes this part of the world so distinct. From intimate concerts in village halls to our flagship festivals, we've built a reputation for warmth, ambition, and creativity. All our work is rooted in our three key pillars of People, Performance and Place.

We're now looking for a new Creative Director to help shape the next chapter. This is a chance to make a real difference, leading a dedicated team and working with a supportive board to deliver a vibrant programme of events. It's an opportunity to steer an organisation with deep community roots, but also to expand what we do. Thank you again for your interest.

With best wishes,

Gareth Morgan
Chair of the Board

POST OF CREATIVE DIRECTOR

The Creative Director is the principal leadership post at SEALL, developing and delivering the organisation's programme alongside being responsible for the day-to-day management and administration of the organisation.

VISION

At SEALL we believe in the power of arts and music to transform the lived experience of its patrons in the Skye, Raasay and Lochalsh area, both as audience and participant. We are a driving force towards a richer, more inclusive and more diverse cultural life in the region bringing together disparate, under resourced and in some cases highly deprived and geographically isolated communities into a thriving, nationally regarded arts and community powerhouse.

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WHO WE ARE

SEALL's work is driven by community and place. For over thirty years, SEALL has been one of Scotland's leading rural performing arts promotion charities, with our work underpinned by our communities, heritage and culture. We believe firmly that no one should be denied access to quality arts performances and experiences and believe that the work we do creates opportunities far beyond the initial seed of a performance.

Through our Annual Programme of events, we use creative programming to entertain, challenge and transform understanding, thought and attitudes of the issues that affect us all, bringing the best artists the world has to offer to our corner of Scotland while championing our own world class practitioners.
Through our flagship Festival of Small Halls, annually in November, we present a celebration of music and community across the region, celebrating Skye, Raasay and Lochalsh's Small Halls communities by bringing some of the best musicians working across the UK to them as part of a fortnight long residency festival.

Through our Gaelic Programme we embrace the importance and significance of Gaelic culture and language in our region and work hard to create opportunities, alongside our Gaelic Language partners across the region, for participation in the Gaelic Language throughout our work.

Through our SEALL@Home Programme and outreach work, we reach the isolated and vulnerable members of our dispersed rural communities, connecting them with world through the joy of arts experiences, and create vibrant arts workshops and explosions of light and noise for our regions young people.

As part of a national Culture Collective we work on projects with the wider community to form alliances that will create safer and braver spaces; develop far-reaching cross-cultural strategies with social change at the heart.

SEALL is a registered Scottish Charity and a Scottish Company, and as of January 2025 has been accepted into Creative Scotland's Multi Year Funding Portfolio from 2025 – 2028. The Charity is governed by 8 Trustees, Chaired by Gareth Morgan.

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JOB PURPOSE

The Creative Director is the principal leadership post at SEALL delivering the organisation's programme alongside being responsible for the day-to-day management and administration of the organisation. The Director will work closely with the Board and key collaborative partners to oversee the effective delivery of:

- The fulfilment of SEALL's Strategic Plan 25-28 as per SEALL's Multi Year Funding commitments
- To produce SEALL's programme of events and activities across our Annual Programme, Gaelic Programme, SEALL@Home and Culture Collective project streams, as well as our flagship Festival of Small Halls and Fèis an Eilein festivals.
- Management and sustainability of existing funding streams with a remit to grow SEALL's portfolio of donors and sponsors
- Fiscal management and reporting of all SEALL's Operations and project streams.

In addition, the Creative Director will be responsible for:

- The line management of all SEALL staff and freelance contractors
- The effective and efficient administration of the organisation as a registered charity and company.
- Ensuring good relationships with all Stakeholders in the region and across SEALL's range of project work
- Representing SEALL as appropriate in forums and associated networks and to function as the public face of SEALL with local and national agencies.

JOB DESCRIPTION

Job Title: Creative Director

Hours of work: Full time hours (35 p/week). Events are run during the day and evening therefore flexibility about working hours and good time management are required. SEALL operates a TOIL scheme for busy periods.

Remuneration: £42,000 per annum with up to £1500 relocation package depending on the successful candidates' requirements.

Location: Based out of SEALL's Broadford Office, Isle of Skye. The role requires regular in person presence in the office and at events, with some scope for hybrid office/home working due to the size of the region SEALL operates in.

Responsible to: Chair of Board of Trustees

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KEY TASKS

To assist the SEALL Board in developing and strengthening SEALL:

- Lead on the production of SEALL's yearly programme of events, as set in the organisations Strategic Plan 25-28, alongside the SEALL team.
- Lead on strategic development of the organisation
- Lead on succession planning for the long-term sustainability of SEALL.
- Ensure SEALL discharges all its activities with due diligence and professionalism.
- Support and oversee the funding, reporting, and administrative work of SEALL's staff.
- Be the conduit for information between the Chairperson and Board and the wider organisation.
- Grow SEALL's local, national, and international network of contacts of musicians and performers in all genres.
- Network with other similar festivals and touring networks nationally and internationally and seek ways in which to co-operate/exchange events to enhance programme planning.
- Develop the technical infrastructure that SEALL requires to operate as a leading regional de-centralised art promoter and charity.
- Be responsible for the maintenance of policies and procedures relating to good governance and organisational competence – e.g. equality and diversity, health and safety, insurance and recruitment and retention plans.

The Creative Director will be responsible for:

- Reporting regularly to the Board
- Monitoring and assessing reporting systems for measuring the effectiveness of SEALL's activities to funders and stakeholders.
- Creating budgets and the monitoring of spending against these
- Ensuring that SEALL's membership/support/customer data is accurate, and is collated, stored, and managed to the requirements of the General Data Protection Regulations
- In co-ordination with the Marketing Officer, ensure that SEALL has a vibrant and responsive online presence and proactive approach to communications of all types.

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PERSON SPECIFICATION

	QUALITY: ESSENTIAL (E) / DESIRABLE (D)	ASSESSMENT METHOD
QUALIFICATIONS	• Educated to Degree standard or equivalent relevant experience (E)	APPLICATION
EXPERIENCE	• Experience of developing and implementing cultural strategies (E) • Experience of leading teams and working on own initiative (E) • Experience of working with a Board of Directors/Trustees or equivalent (D) • Experience of building relationships with stakeholders and encouraging outreach to diverse communities (E) • Experience of fundraising processes, those linked to the charitable sector and evidence of successful application (E) • Experience of using data analysis tools/using data to assess performance (D) • Experience of marketing (D) • Experience of digital media (D) • Experience of Gaelic culture and heritage (D)	APPLICATION INTERVIEW TASK
SKILLS	• Ability to think strategically and drive growth of the organisation (E) • Desire and ability to champion and advocate to bring more resource to the region of Skye, Raasay and Lochalsh (E) • Ability to think creatively and to communicate creative ideas to others (E) • Excellent team-management skills (E) • Ability to mitigate and adapt to unforeseen circumstances across the arts sector (E) • Ability to work with a range of teams, organisations and individuals (E) • Experience using Microsoft Office 365 suite, XERO, Canva (E) • Excellent written and oral communication skills (E) • Understanding of Gaelic (speaking, reading and writing) (D) • A good understanding of performing arts legislation in particular related to contracts (D)	APPLICATION INTERVIEW

HOW TO APPLY

Closing date: 19/10/2025
Shortlisting: week beginning 20/10/2025
Interviews: week beginning 3/11/2025

CV and cover letter (maximum 1500 words) outlining in the context of the Person Specification and your skills and experience, why you should be considered for the role.
Contact: **aros_consulting@outlook.com**

If candidates want to discuss the role prior to application, contact the current Creative Director Jamie Sutherland.
Contact: **jamie@seall.co.uk**

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