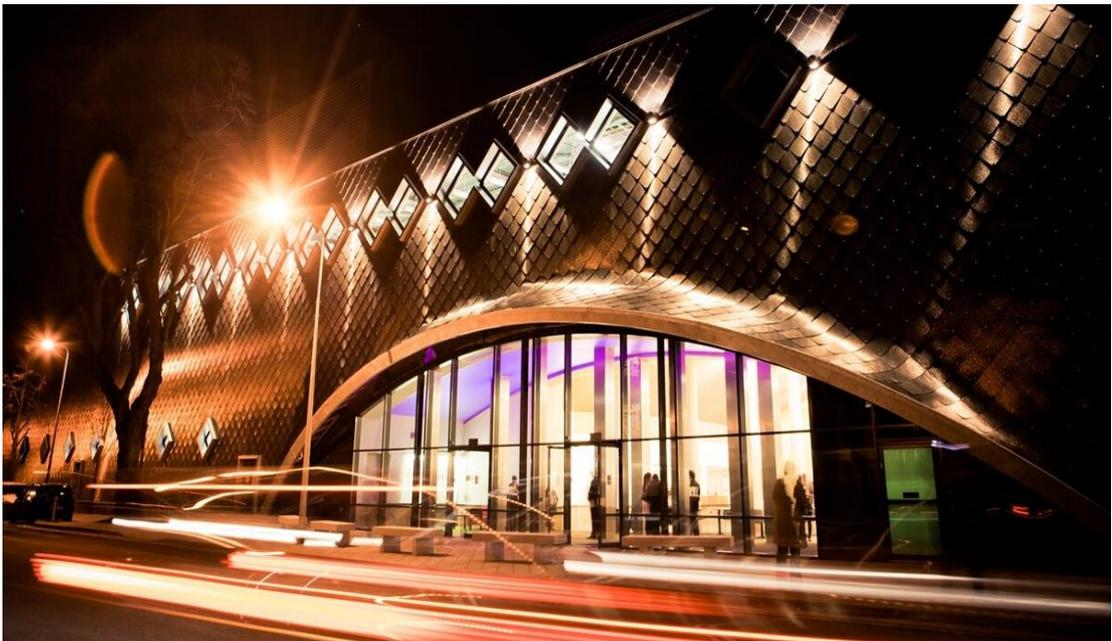




Artistic Director Application Pack



Sherman Theatre
Senghennydd Road
Cardiff
CF24 4YE
Charity Registration Number: 1118364

Background Information

History

The Sherman Theatre was opened in 1973 with substantial financial support from what is now Cardiff University. In 1987, the University withdrew its financial support for the theatre and offered it for sale. The Arts Council of Great Britain purchased the building with a special grant from the Welsh Office and the new Sherman Theatre Company was granted a 125 year lease. Ownership has now passed to the Arts Council of Wales (ACW). From 1990 – 2006, the theatre had a strong focus on theatre for young audiences until 2007 when, at the instigation of the ACW, the Sherman Theatre Company and Sgript Cymru, the national development company for theatre writing, were merged to form Sherman Cymru – now Sherman Theatre.

In 2014, following a restructure of the Executive Team, Rachel O’Riordan was appointed Artistic Director of the company and has delivered a successful vision over the past five years. During her tenure, the theatre has firmly placed the development of Welsh / Wales-based artists at the heart of its new writing strand of work with successes such as *Iphigenia in Splott*, *Killology* and *The Cherry Orchard* by Gary Owen, *Bird* by Katherine Chandler, *Tremor* by Brad Birch, among many others.

The Theatre

Following a £6.5 million redevelopment, beginning in early 2010, the Sherman building reopened its doors in February 2012. Public and backstage facilities were transformed. With its 452 seat main-house and a flexible 60-150 seat studio theatre, it is a fantastic facility for the arts in Cardiff. The refurbishment has delivered an inspiring and distinctive exterior architecture and spacious Front of House areas. A further redevelopment of the foyer was undertaken in January 2018, to create a warm and welcoming space suitable for all audiences, which can be used throughout the day and, in particular, to enhance the audience experience at performances. The theatre has excellent backstage facilities including workshop and wardrobe space, alongside two rehearsal rooms. The Sherman’s main stage is especially suited to middle-scale theatre and dance and its octagonal studio offers a flexible space for small-scale, intimate work.

In 2017/18, the turnover of Sherman Theatre was £2.1million. It received £1.1million from Arts Council Wales.



Our Work

Mission

We make and curate exciting theatre for Cardiff audiences. We develop and nurture the work of Welsh and Wales based artists. We generate opportunities for the citizens of Cardiff to connect with theatre through relevant, inspiring and visionary engagement.

Charitable Objectives

To promote and encourage art and in particular performing art for the benefit of the public by the development, production and presentation of new writing and theatre, the provision of theatre facilities and the advancement of education of children, young persons and adults by participation in the experience of theatre, drama and the performing arts.

Artistic Vision

In 2018 Sherman Theatre was recognised as Regional Theatre of the Year at The Stage Awards. This has resulted in, and demonstrates, the increased UK-wide profile of Sherman Theatre and the strength of its position within the sector.

Under inspiring Artistic leadership, Sherman Theatre has developed an exciting artistic programme that appeals to Cardiff audiences, demonstrated by an overall increase in audience numbers in the last 5 years. We continue to build an enhanced reputation for bold story-telling, high production values for Sherman productions, and the best of touring theatre. The excellence of work on our stages was reflected in 2018 with the Olivier Award for Outstanding Achievement in Theatre for *Killology*, by Gary Owen, directed by Rachel O’Riordan in a co-production with the Royal Court Theatre. Sherman Theatre became the first Welsh theatre to transfer a production to the National Theatre, with *Iphigenia in Splott* in January 2016, and also became the first Welsh theatre to co-produce with the Royal Court, *Killology*, Spring 2017.

The vision is for the Sherman Theatre to be the heart of Welsh Theatre: a civic resource, an engine of creativity and an entertainment venue. We strive to ensure that our engagement with audiences is honest, challenging, responsive and relevant. Central to this vision is: a commitment to new writing; investment in a structured and robust artist development programme that demonstrates evidence of career progression; in-depth and genuine engagement with all communities of Cardiff; and an overarching excellence for everything that Sherman Theatre undertakes.

In the last five years the Sherman has developed strong relationships with an increasing number of writers who are Welsh or Wales-based. The work of these artists has formed a key part of Sherman programming for Cardiff audiences, with many of the plays also having a further life outside of the Sherman and a wider exposure across the UK, and, occasionally, internationally.

Production

Over the past 5 years, Sherman Theatre has firmly established itself as a leading producing house in Wales and the UK with a developed pattern of produced work throughout the year. Work is made in both Welsh and English and tours, when appropriate, in Wales, the UK and internationally. The current producing pattern includes: a Main House autumn production of a classic text; an actor-musician led Main House Christmas show for families; a Studio Christmas show made for ages 3-6, performed in both Welsh and English; at least 2 pieces of new writing in the Studio in the spring; additional productions have included a contemporary text on the Main Stage in the spring, a Welsh language Studio piece in the autumn, and a co-production with Theatr Genedlaethol Cymru as part of the National Eisteddfod.



“... sheer quality and sharp as an axe.”

**** The Guardian. *The Cherry Orchard* by Gary Owen, directed by Rachel O’Riordan, October 2017

Crucial to this is the company’s ability to work with co-producing partners. We have begun to develop a strong network of partner organisations through successful co-productions with companies such as the Royal Court, Royal Exchange Theatre, Theatr Genedlaethol Cymru, Theatr Clwyd, Tobacco Factory Theatres, Paines Plough and others.

“... reinvented for the modern age in Emma Jordan’s brutal, bold production”

★★★★ The Guardian on *Lord of the Flies*, a Sherman Theatre and Theatr Clwyd co-production, directed by Emma Jordan

Surrounding the Sherman Theatre productions is a carefully curated programme of received work that is accessible, relevant and responsive, and that excites and appeals to a broad range of audiences. Within this area of the programme we present the national companies of Wales alongside the best work from across the UK.

Artist Development

In addition to work by established playwrights, there has been a focus on developing emerging talent through the New Welsh Playwrights Programme, generously supported by The Carne Trust. In 2018 we have also launched the Introduction to Playwriting programme for young people aged 15 – 18. Sherman Theatre is also leading the way in developing Welsh / Wales based directors of the future through the Sherman / JMK Directors Programme. The Sherman's Company in Residence opportunity is offered to a bilingual emerging company.

The Sherman / RWCMD Design Prize, supported by the Andrew Lloyd Webber Foundation, has been launched this year. This prize is awarded to a final year design student at RWCMD and gives them their first professional, paid job as a designer on the Sherman Studio Christmas production.

The strength of the Sherman artist development work is leading the sector in Wales and is reflected in the evidenced development of the participants.

Communities and Engagement

Sherman Theatre's Communities and Engagement work supports people from diverse backgrounds and abilities in a range of activities.

We have a thriving Youth Theatre which caters for young people from 5 to 18, and an adult group for ages 18+. We are a host venue for the National Theatre Connections Festival which enables us to engage with young people from across Wales and the South West.

In recent years we have placed our communities firmly on our main stage with two large-scale community productions.

The Communities and Engagement work also encompasses our work with schools, through education packs related to production, backstage tours and careers events.

Audience Development

In 2013 as part of their 25th anniversary commemorations, the Paul Hamlyn Foundation selected Sherman Theatre as one of five organisations across the UK to receive a gift of £500,000 to enable the organisations to make significant progress in their work to attract and build relationships with audiences from disadvantaged groups within their local communities. With the gift, Sherman Theatre set up Sherman 5.

Sherman 5 has given people who face barriers and/or disadvantage and who have never attended a performance at the theatre the chance to do so.

Since 2013, Sherman 5 has given over 3,000 members access to theatre, and has made over 13,500 attendances possible for Sherman 5 members. 90 members have become Sherman 5 Reps, deepening their relationship with Sherman Theatre by volunteering their time to fulfil a range of duties in return for Tempo Time Credits. 25 families joined the initiative as Sherman 5

families. We have also worked with over 100 community groups and partners to provide access to theatre for their service users.

Through our Sherman 5 project we have been able to undertake a greater depth of engagement with regard to our accessible performances, in particular through our Deaf Theatre Club and Dementia Friendly performances.

The work of the Sherman 5 programme has become firmly embedded within the ethos of Sherman Theatre. Through this initiative we have truly engaged with our communities and genuinely diversified our audiences. The core of this work will continue and the company is in the process of a significant funding application to ensure it can realise its full potential for the coming years.

For further information please see these websites:

www.shermantheatre.co.uk

www.visitcardiff.com

www.visitwales.com

Job Description: Artistic Director

Main purpose of role

The Artistic Director is responsible for developing and articulating the artistic vision for Sherman Theatre and, with the Executive Director, for ensuring that the theatre fulfils its strategic and artistic aims whilst remaining financially stable and responsive to its audiences. The Artistic Director and Executive Director both report directly to the Board and work in partnership to deliver the company's mission.

Reports to

The Chair of the Board

Responsible for

Head of Production & Planning, Communities and Engagement Coordinator, Associate Director

Key relationships

Executive Director, Head of Marketing and Communications, Head of Finance & Administration, Fundraising Manager, Artistic Administrator & Executive Assistant

Key Tasks

Artistic Leadership

- Set the theatre's artistic vision, inspiring confidence and enthusiasm in staff, audiences, the wider arts community and funders alike.
- Curate an accessible, relevant and responsive programme for Sherman Theatre's two theatres that will appeal to a broad range of audiences and ensure strong links between programming decisions and audience building priorities.
- Lead the realisation of all the company's productions to the highest possible standards, directing and/or creating an agreed number of productions and assembling and supporting artistic teams.
- Support, develop and commission new, emerging and established writers and ensure a high standard of dramaturgical input to new plays commissioned and produced by Sherman Theatre.
- Seek out opportunities for creative collaboration and co-production, and the further life of Sherman Theatre productions.
- Oversee the work of the Communities and Engagement team.
- Oversee the artist development initiatives, including New Welsh Playwrights Programme, JMK/Sherman Directors Programme, Introduction to Playwriting, and the Company in Residence, to ensure that Sherman Theatre remains a significant provider of relevant and excellent opportunities for emerging artists, with a specific focus on developing talent in Wales.
- Demonstrate a commitment to inclusion both with regard to creative teams and casting, as well as audience development initiatives.

- Continue to build on the ethos of the Sherman 5 project, furthering the work developing audiences from diverse backgrounds and creating theatre that resonates with the widest possible communities of Cardiff and beyond.
- Monitor, maintain and enhance the quality of all artistic activities, engaging in critical debate to raise standards

Leadership and Management

- Together with the Executive Director, formulate, develop and implement the company's artistic policy and objectives and to develop the company's Strategic and Business Plans.
- Develop and maintain constructive professional relationships with funders and key stakeholders, keeping them informed of artistic and strategic forward plans and playing an active role in securing funding.
- Seek out opportunities for partnerships which will enrich Sherman Theatre's programme, reputation and reach, developing effective working relationships with Welsh producing and receiving theatres, UK and international venues and companies, and other groups or individuals who can help further the aims of the company.
- Ensure that Sherman Theatre and its staff play a full part in the social, cultural and educational life of the City and County of Cardiff and, where appropriate, support and respond to local, regional and national policies and initiatives.
- Promote and advocate for Sherman Theatre and its activities locally, nationally and internationally, acting as the key spokesperson for the company.
- Maintain an overview of developments and best practice in the theatre industry and of associated arts/cultural trends, and to contribute to the cultural debate.
- Together with the Executive Director, provide strong, inspirational leadership through creating a positive working environment.
- Together with the Executive Director and Head of Finance & Administration, to ensure that the artistic programme is adequately budgeted for, that artistic plans remain consistent with agreed budgets, and that the artistic programme generates sufficient income to contribute to the ongoing financial viability of Sherman Theatre.
- With the Fundraising Manager, inspire new sponsors and donors through the expression and delivery of a compelling artistic vision, and contribute to funding applications for production or artist development initiatives.
- Ensure that the Board is consulted and informed on all artistic developments, proposals, achievements and key strategic issues, attending Board meetings (and committee meetings as required) and assisting the Board – individually and collectively - to engage with the work of Sherman Theatre
- Maintain an overview of the Company's brand identity/profile and give approval for core corporate, marketing and promotional materials.
- Working closely with the Executive Director and other key staff, embrace and promote the ethos of sustainable development and identify and implement measures to lessen the environmental impact of the company and its work.

Artistic Director: Person Specification

The Board of Trustees wishes to appoint an Artistic Director with imagination, personality, ambition and experience – an exceptional individual who will bring a coherent and compelling vision for the theatre, combining artistic flair with shrewd financial judgement.

Our ideal candidate will be an experienced artistic leader with a reputation for making industry-respected work and the proven ability to collaborate with a diverse range of practitioners and inspire excellence across all aspects of the company. They will have a genuine commitment to developing audiences, nurturing and developing artists, innovation in theatre practice, and forming creative and strategic partnerships with other arts organisations.

ESSENTIAL

Experience

- Strong track record of directing or overseeing successful professional productions of a high artistic standard in theatre spaces of different scales and to a range of audiences.
- Experience of working with writers and of commissioning and developing new work.
- Experience of assembling, nurturing and managing creative teams.
- Experience of developing artistic and strategic forward plans.
- Significant experience of developing and working to agreed budgets and deadlines.

Knowledge and Skills

- Ability to develop a clear, confident and credible artistic vision and demonstrable skill and ability as an artist.
- Demonstrable ability to provide dramaturgical support to writers.
- Demonstrable knowledge and understanding of a range of creative learning, participation, outreach and community work.
- Ability to recognise and nurture talent and to oversee and mentor the work of other creative practitioners.
- Excellent communication skills and the ability to focus, inspire and motivate others.
- Ability to empower others, to delegate responsibility and to manage performance.
- Excellent advocacy and presentation skills.
- Strong artistic, strategic planning and resource management skills.
- Sound understanding of the link between programming and audience development, and the ability to translate this into artistic strategy.
- Proven ability to work collaboratively, to develop, maintain and strengthen creative relationships and to command professional respect within the industry.
- Thorough knowledge and understanding of the theatre industry.

Personal Attributes

- Imaginative, enthusiastic and artistically ambitious.
- Highly motivated, with a commitment to audiences, quality and widening access.
- Creative problem-solver, able to analyse, negotiate and make considered decisions.
- Generous and genuinely interested in the work of other practitioners.
- A desire to engage with the opportunities of working in a bilingual nation.

DESIRABLE

- Experience of leading a building-based organisation.
- Experience of programming.
- Experience of working in other languages.

Artistic Director: Contractual Details

Salary:	Attractive and commensurate with a position of this importance.
Term:	The post is offered for a fixed term of five years, subject to successful completion of a 6 month probationary period, renewable by mutual agreement between the Artistic Director and the Board of Directors.
Hours:	The hours of work for senior staff are not fixed but the post holder will be expected to work the hours necessary for the proper performance of the duties that come within the scope of the post (subject always to the Working Time Directive).
Holidays:	25 days per year plus statutory holidays.
Period of Notice:	6 months (The notice period during the probationary period is 1 month)
Pension:	Sherman Theatre will make a 2% contribution to the Company Pension Scheme operated by Legal & General
Criminal Records:	This post is exempted from the Rehabilitation of Offenders Act (1974) and an offer of employment will be subject to satisfactory clearance from the relevant checking authority overseeing work with children, young people and vulnerable persons.
Right to work:	The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006
References:	All offers of employment are subject to the receipt of satisfactory references.
Relocation:	The post-holder will be expected to live within commutable distance of the theatre. Negotiable assistance towards relocation costs may be available
Start date:	It is hoped that the appointee will be in post from May 2019 or earlier. If necessary, an agreement would be negotiated Sherman Theatre and the

Artistic Director as to how previously contracted work would be managed.

To Apply:

If you would like to apply, please send your cv and a covering letter of no more than 3 pages stating why you think you are suitable for the position to Heather Newill, Director AEM International at hnewill@aeminternational.co.uk (preferable) or by post to AEM International Ltd., 13 Church Street, Framlingham, Suffolk. IP13 9BH. Deadline for applications is Friday, 7 December 2018. Interviews will be held in January 2019. All applications will be acknowledged.