

A photograph of the Shakespeare Birthplace Trust building in Stratford-upon-Avon, England. The building is a three-story timber-framed structure with a red-tiled roof and a small porch over the entrance. A black street lamp with a large flower basket is in the foreground. People are walking on the sidewalk in the background.

Shakespeare

birthplace trust

CANDIDATE INFORMATION BRIEF

# Appointment of Chief Executive

August 2017

Saxton Bampfylde





# INTRODUCTION

The Shakespeare Birthplace Trust (SBT) is the independent charity that cares for the world's greatest Shakespeare heritage sites in Stratford-upon-Avon, and promotes the enjoyment and understanding of his works, life and times all over the world. The trust was formed in 1847 following the purchase of Shakespeare's Birthplace as a national memorial.

Together, Shakespeare's family homes form an iconic destination in the UK which has been attracting visitors from around the globe for centuries. Today, a tour of these houses takes you on a natural journey through Shakespeare's life from his birth at the house on Henley Street, to his mature family home and eventual death at Shakespeare's New Place.

At the heart of all things 'Shakespeare', the Trust holds the world's largest Shakespeare-related library, museum and archives open to the public, with over 1 million documents, 55,000 books and 12,000 museum objects. SBT also cares for the Royal Shakespeare Company's archive of theatre records, as well as an extensive local history archive of Stratford-upon-Avon and South Warwickshire, with records dating back to the twelfth century.

The Trust attracts nearly 1 million visitors per annum and runs a world-class, award winning programme of formal and informal educational activities and literary lectures, to encourage the appreciation and study of Shakespeare's works, and the advancement of Shakespearian knowledge on an international scale. The Shakespeare Birthplace Trust is the headquarters of the International Shakespeare Association, providing an opportunity for individuals and institutions to join together to further the knowledge of Shakespeare throughout the world.

Among its staff and volunteers, SBT has members of staff who are research active and contribute to conferences and events around the world. The Trust continues to produce new publications and to engage in academic debate. In 2015 the Trust joined the ranks of the Sunday Times 100 Best Not-for-Profit organisations to work for.

This is an exciting time to join the organisation which has recently been successful in its bid for stage 1 National Portfolio funding for the first time from 2018. New initiatives put in place over the last few years mean that last year alone 5m people benefitted from the Trust's work in Stratford and around the globe. These include activities such as Shakespeare Week –an initiative designed to celebrate Shakespeare and offer a wide range of educational resources to promote knowledge and understanding - now reaches over 2 million primary school children across the UK each year.

The turnover of the Trust is now at £10 million annually with just over 170 staff (full time equivalent) and another 160 volunteers. The Trust is one of the key visitor destinations outside London and the annual contribution of the Trust to the regional economy is estimated to be at £45 million.

For more information you can see the SBT's Annual Reports [here](#) or watch the corporate video below.



# THE ROLE

Following the successful 10 year tenure of Diana Owen the Board of Trustees of the Shakespeare Birthplace Trust are now seeking exceptional candidates for the post of Chief Executive. Following the hugely successful 400<sup>th</sup> anniversary of Shakespeare's death the Trust is in a strong position to look ahead to many exciting challenges and opportunities on the horizon.

The Chief Executive's role is to lead and manage the Trust in meeting its vision and values as defined and agreed by the Trustees, based on the objects of the Act of Parliament and the 2010 Strategic Framework.

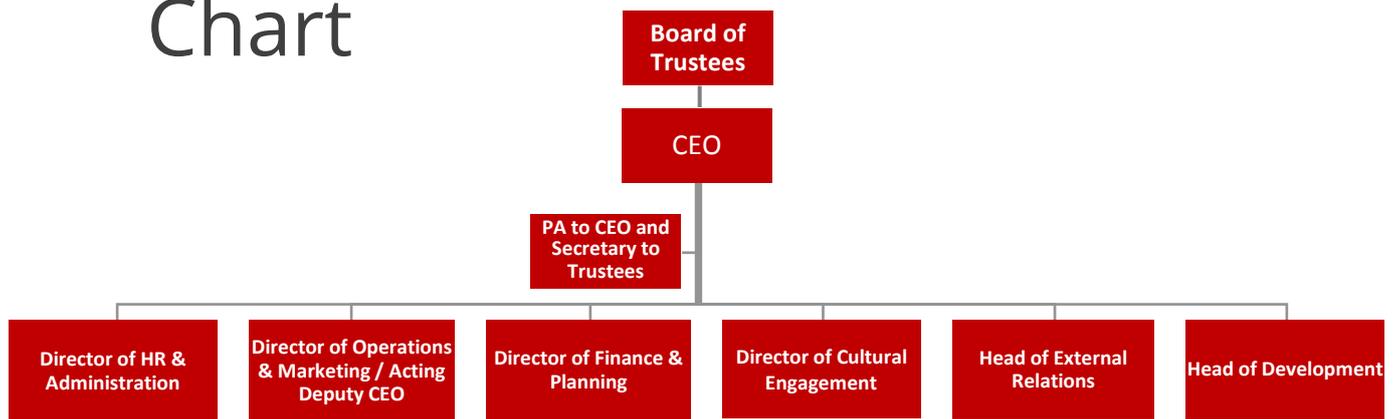


## Key Responsibilities

- To be responsible, with the Chairman of the Trust and the new Board of Trustees, for the development and delivery of the Trust's Strategic Plan and its translation into agreed manageable operational plans for all departments and services.
- To be the Chief Executive of the Trust, responsible for efficient and effective day to day operations, building and motivating a team of staff and volunteers committed to the Trust's strategy and delivering at their full potential through a leadership style which encourages open, two-way communication at all levels and which makes all staff and volunteers feel valued and supported.
- To support the new Board of the Trustees in its duties regarding legal and financial control, governance and employment and in the review and management of the Trust's mission and values.
- To ensure the Shakespeare Houses and related visitor attractions provide the best possible visitor experience, developing and expanding the Trust's audiences as defined in the strategic plan.
- To protect the profile and reputation of the Trust.
- To safeguard the Trust's assets including the historic buildings, artefacts, etc and to manage the appropriate acquisition of additional items to augment the collections.

- To ensure the let estate is well managed and generates maximum financial return to the Trust within the overall estates management strategy.
- To ensure commercial activities are effectively managed and generate, via SBT Trading Ltd, maximum benefits for the Trust.
- To ensure that the conservation of the Houses and the Collections meets and exceeds the Museum Accreditation standards and Designated Collections standards.
- To identify and lead key strategic partnerships and lead fundraising initiatives working with Trustees, the Development Board, SBA (US) and external consultants.
- To develop and create relations with funding bodies and agencies in order to develop potential sources of income for the Trust.
- To be aware of the local environment in which the Trust operates and of issues that are likely to impact upon the business of the Trust representing the Trust's interests to others, as appropriate.

# Organisation Chart





# PERSON SPECIFICATION

Candidates should bring all or most of the following qualities:

- Proven leadership skills with the ability to define and articulate a vision and strategy for the future and the skill and passion to inspire the SBT team in fulfilling them
- An interest in, and passion for, Shakespeare's work and an ability to be a compelling advocate for Shakespeare and the impact of the Shakespeare Birthplace Trust in any forum, whether to peers, funders, local and national government, and other stakeholders both nationally and internationally
- The capability to think and act strategically, creatively and with commerciality whilst leading staff to ensure a focus on the Trust's academic and education work and a high quality visitor experience
- A proven track record in fundraising, combined ideally some experience of capital projects
- The focus and tenacity to see ambitions translated into innovative, attractive and realistic programmes and forward plans.



# TERMS OF APPOINTMENT

## Heading

- This is a full time role and will be based at Shakespeare Centre, Stratford-upon-Avon with some travel.
- Terms of appointment, including remuneration, will be competitive and negotiated with the preferred candidate.

# HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to The Shakespeare Birthplace Trust on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/jobs](http://www.saxbam.com/jobs) using code **ESHB**.

Click on the '**apply**' button and follow the instructions to upload a CV and cover letter, and complete the application and equal opportunities monitoring\* form.

The closing date for applications is noon on **21 September 2017**.

If you are unable to apply through the website, please email [belinda.beck@saxbam.com](mailto:belinda.beck@saxbam.com) quoting reference ESHB.

*\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

Shakespeare Birthplace Trust | Appointment of Chief Executive

Shakespeare  
birthplace trust

Saxton Bampfylde



**Saxton  
Bampfylde  
LONDON**

9 Savoy Street  
London WC2E 7EG

**EDINBURGH**

46 Melville Street  
Edinburgh EH3 7HF

[saxbam.com](http://saxbam.com)

Partners in **Panorama** - Search around the world  
[panoramasearch.com](http://panoramasearch.com)

Saxton Bampfylde