



North Wales International Music Festival

Artistic Director

North Wales International Music Festival

NWIMF, c/o Salisburys, Irish Square
Upper Denbigh Road, St Asaph, LL17 0RN
Registered Charity No. 509023

Role of Artistic Director

The North Wales International Music Festival (NWIMF) is seeking a new Artistic Director to prepare for 2024 following Ann Atkinson's tenure of over 20 years outstanding leadership.

NWIMF is a classical music festival founded in 1972 by composer William Mathias and staged annually in September at St Asaph Cathedral, chosen by Mathias due to its very special acoustic.

NWIMF offers a varied programme of concerts, workshops, and masterclasses, along with a strong commitment to well established education and community outreach work, including an annual community tour. NWIMF is a cherished and unique musical event in North Wales.

'The planning of a new Music Festival constitutes an exciting challenge. Given high musical standards as a first priority, it then becomes necessary to provide diversity within an overall unity of purpose, each concert being both complete in itself as well as forming part of the larger whole'.

William Mathias 1972

The Position

The Artistic Director is responsible to the North Wales International Music Festival Management Council for the production of the annual Festival within the budget agreed and in accordance with the requirements of the relevant funding bodies.

This exciting part-time role allows for flexible working throughout the year in conjunction with another position.

Key Responsibilities

- To determine the overall creative direction and development of the NWIMF with the Management Council.
- To work alongside the Festival Manager in the planning, arrangement, and production of the Festival.
- To ensure the annual programme is run within the agreed budget with regular progress reports provided to the Management Council.

Responsibilities include, but are not limited to, the following:

Artistic Vision and Leadership

- To provide artistic vision and leadership for NWIMF to ensure that it continues to play a central role in the cultural life of North Wales and the surrounding area.
- To maintain and further enhance the acknowledged standing of NWIMF within the region and beyond.
- To continue NWIMF focus on high-quality music, the development and support of young musicians in Wales and the exploration of diverse musical genres, whilst developing new initiatives to enhance the Festival's prestige, and promote greater engagement and enthusiasm with new audiences.
- To maintain excellent working relationships with the wider music industry, in order to enhance the reputation of NWIMF – acting as the 'Festival Ambassador' and 'Figurehead'.
- To engage and develop partnerships with groups within the community with the aim of creating new exciting projects, concerts and workshops.

Planning, Organisation and Delivery

- To plan, organise and deliver the annual NWIMF which both acknowledges previous models and proposes new developments. Such progression will reach out to new audiences, further develop links with other cultural organisations in the region, and nationally, and attract new sponsors and funding bodies.
- To plan a stimulating and artistically coherent overall programme for the Festival, the detailed programmes for all events, and to identify and engage artists of high quality who will maintain the Festival's leading reputation.
- To work within a budget agreed with the Management Council, Treasurer and Festival Manager.
- To work closely with the Festival Manager, and other staff and volunteers in the planning and delivery of the Festival.

Development, Marketing and Fundraising

- To play a key role in the development of NWIMF's marketing and communication strategy, in conjunction with the Festival Manager and the Management Council.
- To oversee the artistic content of publicity material, whether printed, online or in other forms.
- To play a key role in the development and implementation of NWIMF's funding strategy alongside the Festival Manager.
- To nurture and develop relationships with other cultural organisations in North Wales and the surrounding area, and with external agencies such as sponsors, benefactors, educational partners, local community representatives, the press, and funding bodies.

Key Duties

Duties include, but are not limited to, the following:

- To select artists, and develop programmes with those artists, in accordance with the Festival's creative mission and vision.
- To engage and negotiate with artists and agents in collaboration with the Festival Manager.
- To develop workshops, masterclasses, and community tours within the annual Festival.
- To engage with local schools to ensure maximum participation with youth and community groups.
- To liaise with the Festival Manager in the planning of performance, rehearsal and staging schedules, artistic riders and other requirements.
- To lead and collaborate with PR organisations to ensure maximum coverage and effective publicity and communications through community groups, receptions, and media opportunities.
- To complete and oversee all grant funding applications in collaboration with the Festival Manager.

Important Information

This role will involve working with children and vulnerable adults and therefore applicants will need to provide evidence of a recent DBS Certificate.

We are looking to add to the diversity of our workforce and would therefore particularly welcome applications from communities who are currently under-represented in our team.

NWIMF is a Registered Charity funded by Arts Council of Wales. We are committed to Equal Opportunities, the use of the Welsh Language, and Diversity, Inclusion and Equality principles.

Artistic Director – The Person

The successful candidate will be an existing or aspiring Artistic Director. They will be an inspirational 'figurehead' and a well-respected musician, in the performance sector.

The successful candidate will bring significant experience and understanding of the local, national and international music landscape and have experience of successfully gaining financial support from a variety of sources and organisations.

The successful candidate will demonstrate the skills to become an exceptional 'Artistic Director', with the creativity and confidence to map an exciting and relevant programme of musical activities, repertoire and performances that promote outstanding levels of audience engagement and enthusiasm.

The Artistic Director of the North Wales International Music Festival will have superlative connections with, and a full understanding of, the contemporary classical music industry and an empathy with the North Wales audiences and cultures. The ability to speak Welsh would prove an advantage but is not essential to this role.

Above all!

The Artistic Director of the North Wales International Music Festival will be a relationship orientated, values based, practical musician, collaborative leader and excellent administrator who exudes warmth, approachability and a love of sharing their extensive musical knowledge with audiences. The Artistic Director's exceptional communication skills and energy will ensure the Festival continues to nurture relationships, develop new partnerships, and build on its reputation for bringing world class music to St Asaph Cathedral and enriching the lives of the people of North Wales and surrounding areas.

How to Apply

Applications are invited as soon as possible. A full CV and covering letter of application should be sent to caroline@nwimf.com.

The letter of application should contain the names, addresses, email addresses and telephone numbers of three referees which should include your current line manager as appropriate.

Closing date for applications – Friday 14 July

Longlist Interviews via Zoom – Tuesday 18 July

Shortlist Interviews in St Asaph – Friday 21 July





NORTH WALES
INTERNATIONAL
MUSIC FESTIVAL

GŴYL GERDD
RYNGWLADOL
GOGLEDD

nwimf.com

Equal Opportunities Form

The North Wales International Music Festival believes everyone should be treated equally regardless of gender identification, race, disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, religion, sexual orientation, gender reassignment, pregnancy and maternity or other irrelevant difference, and are committed to working with diversity in a positive way.

This form is intended to help us monitor our equal opportunities practice and identify barriers to workforce equality and diversity. Please complete this form and return it with your application. The form will be separated from your application on receipt. The information on this form will be used for monitoring purposes only and will play no part in the recruitment process.

Role applied for

Where did you find out
about this role

Date of birth

Prefer not
to say

How would you describe
your ethnicity?

Prefer not
to say

Do you consider
yourself to have a
disability?

Yes

No

Prefer not
to say

The equality Act 2010 defines a disabled person as someone who has a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

How would you describe
your gender identity?

Prefer not
to say

Is your gender identity
different to the sex you
were assigned at birth?

Yes

No

Prefer not
to say

How would you describe your marital status?

Prefer not to say

How would you describe your sexual orientation?

Prefer not to say

How would you describe your religion or belief?

I have no religion or belief

Prefer not to say

How would you describe your level of fluency in Welsh?

I have no understanding of Welsh

Prefer not to say

What is the highest level of education you have completed?

Prefer not to say

Please use this space to let us know how we might be more open and accessible: