



# Recruitment Pack IP-Switched Programme Director

*Deadline: 9am, Monday 12<sup>th</sup> January 2025*

*Interviews: First round- Tuesday 27<sup>th</sup> January 2026, second round Friday 30<sup>th</sup> January 2026*

# Welcome

Thank you for your interest in becoming the first **Programme Director** of **IP-Switched**.

As one of twelve new Creative People and Places (CPP) projects funded by Arts Council England, IP-Switched marks a new chapter for Ipswich and its people. Its mission is simple but powerful: to increase participation in arts and culture, especially among those least likely to take part, and to celebrate creativity as an essential part of everyday life.

Together, as a consortium of civic, social and cultural partners, we are building a project that places creativity directly in the hands of the people who live and work here through genuine co-creation.

The Programme Director will lead in bringing this to life, working with residents, artists and partners to co-create a programme that builds pride, connection and opportunity. You will help write the next chapter of Ipswich's story at a moment of real transformation, as the town develops its first cultural strategy and explores its ambition for UK City of Culture status.

If you share our belief that culture is Ipswich's superpower — and that creativity can transform lives and places — we'd love to hear from you.

The deadline for applications is **9am, Monday 12<sup>th</sup> January 2026**.

First round interviews will be held on **Tuesday 27<sup>th</sup> January 2026** with a second round on **Friday 30<sup>th</sup> January 2026** in person at the New Wolsey Theatre.

We will reimburse reasonable travel expenses for candidates to attend interviews.

We'd love applications from people of all backgrounds, especially from Black, Asian and ethnically diverse backgrounds, those who identify as D/deaf and disabled people, neurodivergent people, members of the LGBTQIA+ community and those from lower socio-economic backgrounds. We are up for exploring support and development needs and will make reasonable adjustments to enable applicants to participate in the selection process, and for the successful applicant to carry out their role.

If you have any further questions after reading this material, would like an informal and confidential discussion about the position, or if you would like this candidate pack in a different format, please contact:

Lucy Parker, Head of People [lparker@wolseytheatre.co.uk](mailto:lparker@wolseytheatre.co.uk) 01473 295940

We look forward to hearing from you.

Douglas Rintoul

On behalf of the IP-Switched Consortium

Chief Executive / Artistic Director, New Wolsey Theatre

# About IP-Switched: Creative People and Places Ipswich

## **What is Creative People and Places (CPP)?**

CPP is an Arts Council England initiative designed to increase participation in the arts in areas where people are least involved. Each programme is unique to its place — shaped by local people and partnerships — and focused on long-term, community-led change. At its heart, CPP champions cultural democracy: supporting communities to make, share and experience creativity on their own terms, so that art becomes a part of everyday life.

## **About IP-Switched**

IP-Switched is one of twelve new Creative People and Places programmes (2026–2029). Ipswich was eligible to apply for CPP funding in this round, and the consortium came together to develop a compelling application that identified local need, defined the target places, and established a strong project framework — which you will now take forward into delivery.

The programme receives £750,000 from Arts Council England over three years, with additional match-funding and support from Ipswich Borough Council, Suffolk County Council, and Ipswich Central (Business Improvement District). It also benefits from significant in-kind resources including office space, infrastructure, financial systems, and executive support provided by the New Wolsey Theatre.

## **Why is it called “IP-Switched”?**

The name is both a nod to Ipswich’s postcode ‘IP’ and a statement of intent. It plays on the town’s identity while symbolising a switching of narratives — about who gets to make decisions, who gets to take part, and how culture is defined and experienced. It also acknowledges that some IP postcode areas have historically had fewer cultural opportunities. IP-Switched aims to change that.

The Programme Director will help remove the barriers that prevent people from engaging in culture — whether those barriers are about visibility, confidence, affordability, or simply feeling that the arts are “for someone else.” This role exists to make sure that everyone in Ipswich has the chance to take part, not just as audiences, but as creators, leaders and decision-makers.

For this first funding cycle, IP-Switched will begin in three to four focus areas in the west of the town, working with local residents to co-create opportunities that feel relevant, joyful and community-driven. Through long-term collaboration, the programme will spark creative activity in everyday spaces: community centres, parks, shopping parades, schools and faith settings.

The project will start with a listening phase — the “Cups of Tea” period — in which the team will meet and learn from local communities, building relationships that shape future activity through the forming, development and nurturing of three to four community steering groups in each area. Over three years, these relationships will define programmes including events from all art forms, creative workshops, commissions, celebrations, and a large-scale festival in Ipswich town centre.

# About you

You may have lived experience of, or a deep understanding of, the needs and strengths of people living in some of the most deprived wards in the UK. You believe in the power of creativity to transform both people and places. You bring vision and practicality — able to see the big picture while making things happen on the ground.

You may already be an experienced cultural leader, or you may be ready to step into your first Director role. Either way, you bring a proven track record of co-creating with communities, artists and partners to turn ambitious ideas into reality. You're curious, generous and unafraid to experiment, and you're comfortable reflecting on successes and challenges to evolve your practice throughout the programme. We will support your development every step of the way.

You have a strong sense of social purpose, driven by the belief that everyone has the right to shape and enjoy culture, regardless of their background. You're a great empathiser, attuned to the needs and aspirations of communities.

You thrive in partnership — balancing empathy with strategic clarity — and you're as comfortable in a boardroom as you are at a community coffee morning. You're an excellent communicator and an inspiring presence.

You bring energy, diplomacy and imagination to your work: a connector who can turn conversations into shared action. Above all, you share our belief that Ipswich's creativity is its superpower — and that IP-Switched is a once-in-a-generation opportunity to unlock it for everyone.

# About the role and team

As Programme Director, you will be both a leader and a team builder.

You'll build and line-manage a newly established delivery team, which includes:

- Two Area Producers — each one focusing on supporting and producing activity in allocated defined areas, with a strong role in holding and nurturing the steering groups.
- An Administrator, responsible for the day-to-day administration of this new department.

These new roles will be shaped by you, in collaboration with ACE and the Chief Executive / Artistic Director of the New Wolsey Theatre. You'll play a key role in designing how this department functions — embedding co-creation, care and inclusion at its heart — while drawing on the wider expertise, systems and support of the New Wolsey Theatre as a member of its Senior Management Team.

You'll be based in the New Wolsey Theatre's offices. Although IP-Switched will operate as a distinct programme within the New Wolsey Theatre, a strong presence in the organisation will be essential to ensure IP-Switched is never siloed. You'll work with and be supported by colleagues in the organisation so that more understand, support and celebrate what the project is achieving.

You'll attend Senior Management Team (SMT) meetings, and you'll report to the NWT Board of Trustees at quarterly meetings. As the New Wolsey Theatre is the accountable body for IP-Switched, you'll play a vital role in maintaining transparency, accountability and collaboration between the theatre and the consortium — ensuring alignment with the theatre's values.

# Consortium oversight

As Programme Director, you'll work with an inspiring group of consortium members who bring deep experience, insight and commitment to Ipswich's communities. Together, they represent the best of the town's civic, cultural and social energy — a collective that believes creativity can connect people, build pride and open new possibilities.

**The New Wolsey Theatre** – lead organisation and accountable body.

Nationally recognised for its inclusive practice, the New Wolsey Theatre provides a creative and supportive base for the IP-Switched team.

**Jobcentre Plus Ipswich**

A pioneering partner using creativity to boost confidence, skills and employability — helping people recognise their potential and feel part of the town's creative life.

**Ipswich Borough Council — Vibrant Towns and Communities Support Department**

Provides resources, insight and expertise to support community-focused initiatives and safe, inclusive events across the town.

**Ipswich Central (Business Improvement District)**

Champions the town's cultural and economic vibrancy, connecting businesses, artists and communities to create a thriving, welcoming centre and waterfront.

**Ipswich and East Suffolk Alliance (Suffolk & North East Essex Integrated Care Board)**

A major regional health partnership focused on wellbeing and community resilience, ensuring creativity and culture are recognised as essential to living well.

**Volunteering Matters Ipswich**

A national leader in community action and youth empowerment, specialising in co-design and decision-making that puts local voices at the heart of change.

Together, these partners will be your key collaborators — offering strategic guidance, creative support and shared purpose as you lead IP-Switched.

# Job Description

**Job Title:** Programme Director

**Responsible to:** Chief Executive / Artistic Director and Consortium Members

**Reports to:** Arts Council England (ACE) CPP Relationship Manager

**Responsible for:** Area Producers and Administrator

**Key NWT Relationships:** Chief Executive / Artistic Director, Executive Director, Head of People, and Finance Manager.

## Job Purpose:

The Programme Director leads the strategic delivery of IP-Switched- a major Action Research initiative and one of ten Creative People and Places programmes in the East of England. The role exists to ensure the programme fulfils its mission: empowering communities across Ipswich to shape, create, and experience culture where they live.

You will be responsible for turning the vision of IP-Switched into reality. In the first year, this means establishing deep relationships across the town, developing the business plan, and setting the foundations for long-term, community-led cultural growth. Across the life of the programme, you will cultivate partnerships, nurture creative talent, and embed co-creation, care, and inclusion at every level.

A core part of the role is ensuring that action research and rigorous evaluation sit at the heart of the programme's practice — driving ongoing engagement and long-term positive cultural outcomes.

As Programme Director, you will lead and support the delivery team, oversee planning and implementation, and serve as the vital connector between the consortium and the communities the programme exists to serve.

Ultimately, your purpose is to harness creativity as a driver for social change — making culture more central, more accessible, and more celebrated in the everyday life of Ipswich.

## You will:

- Develop and lead an ambitious, co-created community-led arts and culture programme that has action research and evaluation at its core.
- Develop strong partnerships that ensure sustainability and a lasting legacy for Ipswich's creative ecology.
- Fundraise to meet match-funding targets (minimum 15% required for the CPP over the three years) and secure new investment in the town's cultural life.
- Oversee a team delivering projects with, by and for the people of Ipswich.
- Build confidence, opportunity and civic pride across the town, particularly among those least engaged in the arts.
- Hold overall project management responsibility, demonstrating excellent planning and organisational skills.

This role is an opportunity to use your creative, strategic and organisational skills to their fullest. Whether this is your first Director role or you bring established leadership experience, what matters most is your ability to see the potential in Ipswich's people — and turn that potential into lasting change.

# Main Responsibilities

## **Artistic Programming & Strategic Development**

- Facilitate a strong, inclusive and community-led creative programme for Ipswich by taking on, fleshing out and delivering the consortium's vision and framework — developing new strands and projects with, by and for local people.
- Embed co-creation and cultural democracy in all stages of planning and delivery.
- Develop and implement the IP-Switched Business Plan, aligning with ACE objectives and local priorities.
- Lead the "Cups of Tea" listening phase and and 'design' subsequent community engagement framework.
- Create and support community steering groups to take leadership roles in programming, commissioning and evaluation.
- Build strategic partnerships across civic, charitable, business and cultural sectors.
- Ensure environmental sustainability is embedded across all programme activity.

## **Action Research and Reflective Practice**

- Develop and implement a rigorous evaluation framework aligned with ACE CPP requirements, including effective use of the Impact & Insight toolkits.
- Lead comprehensive data collection and engagement monitoring to assess impact and ensure the CPP is achieving its intended outcomes.
- Embed action research methodologies across the programme to drive continuous reflection and improvement.
- Share insights and learning locally and nationally to strengthen sector knowledge and practice.
- Actively contribute to the national CPP learning network, representing Ipswich's approach to co-creation and community-led culture.

## **Fundraising & Advocacy**

- Develop and deliver a comprehensive fundraising strategy to meet match-funding requirements.
- Build partnerships to secure income from trusts, foundations, sponsorships and earned income.

## **Consortium & Governance**

- Work closely with the IP-Switched Consortium, ensuring transparent governance, 'shared decision making' and accountability.
- Ensure quarterly consortium meetings are well-organised and informed by accurate reporting.
- Build strong relationships with Arts Council England, ensuring all reporting requirements are met.
- Foster a culture of collaboration, inclusion and shared ownership among partners.

# Main Responsibilities cont.

## **Financial Management**

- Manage a total programme budget of £1 million+, ensuring compliance with ACE and funder conditions.
- Work with NWT's finance team and Executive to monitor accounts, cashflow and expenditure.
- Oversee effective systems for financial tracking, procurement and delegated authority.

## **Team & Operations**

- Define, lead and support the IP-Switched delivery team (two Area Producers and an Administrator).
- Line manage staff, freelancers and volunteers, ensuring supervision, support and training.
- Play a senior management role within the New Wolsey Theatre, attending SMT and staff meetings.
- Report quarterly to the NWT Board of Trustees.
- Ensure safeguarding, equality, health and safety and HR policies are upheld.

## **Sector Leadership & Advocacy**

- Ensure IP-Switched is connected to, and in dialogue with, the wider cultural ecology of Ipswich and beyond, including membership of We Are Ipswich (the self-governing group of arts and heritage organisations in Ipswich).
- Build healthy, reciprocal relationships with local, regional and national partners.
- Represent Ipswich's civic co-creation model nationally through CPP networks and sector events.

# Person Specification

## Essential

- Minimum three years' management experience in an arts or community organisation, with demonstrable strength in project and programme management.
- Proven experience working directly with, and providing meaningful support to, underserved or marginalised communities.
- A strong track record in developing, managing and delivering creative or participatory programmes that respond to local needs.
- A strong understanding of evaluation methodologies and action research in a cultural context, with demonstrable experience designing and implementing evaluation frameworks and using data, insights and analysis to drive decision-making and evidence programme impact.
- Strong financial management skills, including responsibility for budgets of £500k+.
- Proven ability to develop, sustain and collaborate across complex partnerships, including civic, cultural, community and voluntary-sector partners.
- Experience in fundraising and delivering successful income-generation or match-funding strategies.
- Excellent stakeholder management and communication skills, with the ability to engage confidently with a wide range of partners.
- A demonstrable commitment to equality, diversity and inclusion across all aspects of work.
- Strong leadership skills with the ability to inspire, empower and support others to achieve shared goals.

## Desirable

- Knowledge of Ipswich, Suffolk and the East of England's cultural landscape.
- Understanding of marketing and audience development strategies.
- Familiarity with Arts Council England's CPP and funding frameworks.
- Experience of governance, charity or consortium management.
- Knowledge of UK and international arts networks.

# Terms and Conditions

## **Contract**

Fixed-term until the end of the current funding period (March 2029), with potential extension subject to securing further investment in the next funding round. This position is subject to 6 months probationary period.

## **Salary**

£47,830 per annum (subject to review as part of the April 2026 financial pay review). An additional x 0.5 of your hourly rate will be paid if you are required to work on a Sunday or Bank Holiday

## **Hours**

40 hours per week (some evening and weekend work is required).

## **Overtime**

No overtime payment is available. Any overtime is to be taken as Time Off In Lieu (TOIL) at a later date by arrangement with your line manager.

## **Location**

Based at the New Wolsey Theatre, with regular work in defined West Ipswich communities.

Ideally you will live within 30 minutes' travel to Ipswich and a package to support relocation is available.

## **Holiday**

28 days per year, increasing by one day for each years' continuous service up to a maximum of 33 days (based on working 5 days per week). You will be expected to take statutory bank holidays as part of your annual entitlement unless you are required to work on a particular bank holiday

## **Pension**

NWT provides a contributory pension scheme with Now: Pensions. Employer contributions 3%, employee contributions 5%

## **Disclosure and Barring Service (DBS) Check**

As this role involves regular engagement with community participants, including young people and vulnerable adults, appointment is subject to a satisfactory Enhanced DBS check. The New Wolsey Theatre will support the successful candidate through this process.

## **Training & Development**

CPD opportunities through NWT and CPP networks



TELL YOUR STORY (2024)  
PHOTO CREDIT: POLLY ALDERTON



THE BIG AFTERNOON (2023)  
PHOTO CREDIT: WILL GREEN PHOTOGRAPHY

# If you're new to Ipswich

If you're new to Ipswich, you'll be joining a town with a thriving, generous and deeply collaborative cultural community — and a local MP who is a committed champion for the arts. Ipswich is home to an impressive range of artists, companies and creative collectives working across theatre, dance, music, visual arts, heritage and festivals. Several Arts Council England National Portfolio Organisations are based here, including DanceEast, Eastern Angles, Gecko, SPILL Festival, Suffolk Libraries and the New Wolsey Theatre.

They sit alongside much-loved local partners such as Brighten the Corners, Colchester + Ipswich Museums, Ipswich Book Festival, Ipswich Institute, Ipswich Minster, Red Rose Chain, Suffolk Archives, Suffolk New College, University of Suffolk and Wolsey 550. Together they create a connected, ambitious and supportive cultural landscape that is open to new people, new perspectives and new ideas. As Programme Director, you'll be welcomed into this creative ecology — one that sees culture as a driver of connection, belonging and civic pride.

Ipswich is a young, dynamic and growing town of around 140,000 people, making it one of the most densely populated places in England. It faces real challenges: household incomes sit below regional and national averages, and many residents work in lower-paid jobs despite high overall employment. But these challenges also give the town a powerful sense of purpose. There is a clear civic ambition here to widen opportunity, improve life chances and build a more inclusive future — an ambition that the cultural sector is actively helping to drive.

Ipswich is Suffolk's most culturally diverse place — a town shaped by many histories, heritages and communities. Its population reflects a rich mix of cultures, with significant numbers of residents who have roots across the globe and many who have made Ipswich their home after being born elsewhere. As a historic dock town, cultural exchange has always been part of its DNA, and today the town continues to evolve as new communities settle and contribute to its character. While demographic change can sometimes bring challenges, it also generates enormous creative potential — the opportunity to share new stories, forge new relationships and imagine a more connected and vibrant town.

For someone passionate about culture's civic role, Ipswich offers a rare combination: real need, real energy and a community ready to work together to make change happen.

# How to apply

To apply, please send:

- Your CV (with two referees)
- A cover statement (maximum two sides of A4 or a 2-minute video) outlining your interest in the role and how your experience and passions align with the job description and person specification.
- Complete our [Equality, Diversity and Inclusion Monitoring Form](#)

Send to: Sam Bates, Administrator [admin@wolseytheatre.co.uk](mailto:admin@wolseytheatre.co.uk)

Deadline: **9am, Monday 12<sup>th</sup> January 2026**

Interviews: First round interviews will be held on **Tuesday 27<sup>th</sup> January** with a second round on **Friday 30<sup>th</sup> January** in person at the New Wolsey Theatre.

For an informal conversation about the role, please contact:

Lucy Parker, Head of People [lparker@wolseytheatre.co.uk](mailto:lparker@wolseytheatre.co.uk) 01473 295940