



BRADFORD 2025

UK City of Culture

Creative Health Manager – Fixed-Term position until March 2026

Closing date: 9 July 2024

Interviews will be held on – w/c 15 July 2024

Bradford 2025 is the company created to deliver the Bradford district's year of culture. A hugely exciting time for the Bradford district, we're set to deliver more than 1,000 new performances and events. It's an opportunity for us to bring a new side of Bradford to the world.

To do this we need a team of dedicated, passionate, and enthusiastic people and have a fantastic opportunity for a Creative Health Manager to join our growing team.

This new role is an exciting opportunity to build relationships across the culture, arts and health sectors and build on existing culture and health activity. We want to create more opportunities for collaboration across these sectors and recognise the significant impact that culture and arts can have on improving the health and wellbeing.

Reporting to the Director of Skills, Volunteering & Wellbeing, you'll lead our work to ensure that Bradford's City of Culture Year directly benefits the health and wellbeing of the district's population. You will also be led by a new Culture and Health Steering group so will receive support and guidance through the NHS Bradford and Craven Health and Care Partnership aligning to the 'Act as One' approach with the ambition of keeping people 'Happy, Healthy and at Home'.

You will have strong knowledge and experience of how the arts, creativity and heritage can benefit physical, mental and community wellbeing, through social prescribing but also beyond, encompassing – for example – the role of the arts in hospitals, care settings, and child and adolescent mental health services.

As well as establishing and managing an arts on prescription programme for the Bradford District, you will work with healthcare and cultural practitioners to develop a long-term community of practice and skills sharing.

You will also work with teams across Bradford 2025 and the wider district to ensure that health and wellbeing opportunities are maximised across wider work strands, including our volunteering, schools and artistic programme activities.

If you have both a passion and demonstrable experience of devising work in social prescribing, the arts and health and/or related or adjacent fields (community mental health, physical activity, nature for wellbeing etc) we'd love to hear from you.

Key responsibilities:

- To develop, enhance and oversee Bradford district's approach to creative health given momentum through the Bradford 2025 program
- To utilise a community development approach using the embedded community partnership model to work in communities and seek joint priorities.
- To consider the inequalities faced in some communities ensuring the focus of the work is on communities not usually engaged, specifically the 20% most deprived nationally (45% of the Bradford district).
- To lead and oversee the development and delivery of Bradford district's arts on prescription activities including managing the considerable project budget and reporting on these within agreed frameworks.
- To establish and maintain a programme of networking, skills and training and good practice sharing, bringing cultural, health and community sector professionals together across the Bradford district

- To identify opportunities, advocate for, and work to secure health and wellbeing as an outcomes strand across BD25's wider work – potentially including, for example, volunteering; youth voice; schools; and our artistic programme.
- To cultivate, lead and maintain our relationships across the field of health and wellbeing – including with Primary Care Networks, the Integrated Care System, NHS providers, Local authority and public health, locality neighbourhood teams and the Bradford & Craven Health & Care Partnership
- To develop and lead other relevant projects and partnerships
- To work with Engagement and Programme/ Producing teams to ensure join-up and complementarity across the BD25 programme
- To work with the volunteer and community co-producing teams to support different types of engagement in the programme
- To develop strategic partnerships that give reach and longevity to our work – creating long-term shift in practice far beyond 2025
- To be part of the Safeguarding Team and to ensure appropriate safeguarding systems are in place
- To work closely with our evaluation team to ensure monitoring, evaluation and learning is embedded into the programme
- To collaborate with the Audience team to ensure the programme reaches all communities and neighbourhoods and is communicated effectively
- To manage any junior/entry-level staff required to deliver BD25's creative health activities

You will have:

Essential:

- Developing and delivering significant, impactful projects in the space of social prescribing, the arts and health or other relevant fields
- Strong knowledge of policy, practice and research in the fields of creative health and/or social prescribing
- Proven ability to engage and form collaborative partnerships between professionals at all levels across the cultural, health and community sectors
- Experience of managing budgets, delivering participatory budgeting programmes and monitoring projects to agreed timescales
- Knowledge of, and commitment to, equality, diversity and inclusion in the health, cultural and/or community sectors
- Highly collaborative with excellent people and team management skills and experience of managing teams of professional creatives
- Adept at working with different art-forms/ cross-art forms with a range of outputs
- Proven ability to collaborate with people from a wide variety of backgrounds
- Experience of monitoring / reporting against specific funding requirements
- Flexible, highly organised, adaptable, solution-focussed with lateral problem-solving skills
- Passionate about removing barriers to engagement
- Proven administrative and event management skills

Desirable:

- An interest in or passion for arts, culture and heritage
- A working knowledge of local health and care systems
- Knowledge of the Bradford District, Yorkshire and UK cultural infrastructure
- Demonstrable understanding of the inequalities faced in Bradford
- Experience of using project management systems
- Knowledge / practice in the social model of disability

- Enthusiasm for training, mentoring and support of emerging talent
- Previously worked as part of a safeguarding teams

Benefits include:

- £35,000 dependent upon previous experience
- 37 hours per week worked flexibly Monday to Friday with occasional evenings and weekends, predominantly office based (City Centre location)
- 25 days holiday plus bank holidays
- Contributory pension scheme with 5% employer contribution
- High street discounts through Charity Worker Discounts
- 2x Death in Service cover
- Confidential Employee Assistant Helpline

We expect everyone in our team to:

- Develop an understanding of Bradford City of Culture 2025, its values, the benefits it brings to the Bradford District and to funders and sponsors.
- Act as an ambassador for Bradford City of Culture 2025 and the Bradford and district Health and Care Partnership 'Act As One' approach.
- Create a positive working environment, underpinned by our values.
- Drive change in our industry through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity and sustainability.
- Be accountable for the safety of themselves and others by working safely and in accordance with our Health & Safety and Safeguarding Policies.
- Ensure we are collecting and using data from all activities to inform decisions, demonstrate our impact and fulfil our funding conditions in line with GDPR.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues and participants in Bradford 2025.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of your position.

We're committed to ensuring that everyone feels accepted and can be their true selves at Bradford 2025, and we want our team to reflect our district. We believe that diversity in our team is crucial to our success, so we welcome applications from all races, genders, religions, ages, and sexual orientation as well as from people living with disabilities. We are proud to be an equal opportunity workplace and our ambition is to recruit and retain the best people regardless of background.

If your experience looks different from what we've advertised and you believe that you can bring value to the role, we'd love to hear from you. If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of the interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

To apply for the role please submit a copy of your CV and a covering letter (no more than two sides of A4) to Recruitment@bradford2025.co.uk. Please ensure your CV and covering letter demonstrate clearly how your skills and experience meet the requirements of the role.