

GMACFILM 

Creative Director - Recruitment Pack



Little Lark, Dir. Cat McLeod - Little Pictures Year 2

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GMAC Film is an equal opportunities employer, committed to building a diverse workforce and welcomes applications from all individuals.

We are particularly keen to encourage applicants from Black Minority and Ethnic backgrounds, LGBTQIA+, people with a disability and other backgrounds currently under-represented within the organisation and screen industry.

We have a flexible working hours policy and will consider applications for alternative working models, including condensed hours, hybrid-working or job shares to accommodate a range of personal circumstances, and to ensure equality of opportunity for all.

Continuous professional development is supported by an annual allowance for paid training for each team member.

Thank you for your interest in this position at GMAC Film



About GMAC Film

The Office for National Statistics indicates that screen industries fall below the national average in the wider UK economy in terms of demographic composition – overall the screen industries workforce is more male, more white, younger and better off, with fewer people with disabilities. At GMAC, we create opportunities to improve the diversity of the workforce in the Scottish screen sector.

Our programme of high impact activities is organised into two main pillars:

Learning

- We deliver structured youth and education programmes such as the [Applied Dissertation with University of Glasgow](#), [BFI Film Academy](#), [GMAC CashBack](#), and Train the Trainer courses
- We initiate projects that centre around community engagement, enjoyment and personal development, such as the GMAC Youth Team and workshops

Filmmaker development

- We run structured programmes tailored for individuals who are just beginning their filmmaking journey, such as the [Little Pictures](#) talent development scheme
- We create space for grassroots filmmakers and film enthusiasts to thrive through events and clubs such as [Café Flicker](#) and [Film Loop](#)

All aspects of our work are united by:

- A diversity-led approach - we actively seek out marginalised and under-represented groups and individuals through outreach initiatives
- A safe space for people to experiment and grow - our talented staff team are dedicated to inclusivity and encouraging people to push the boundaries of their creativity
- Generating real change - our programmes equip participants with transferable skills, confidence and connections to enrich the Scottish screen sector and their own lives



Our impact



After only a few months of Little Pictures I feel like my concept of filmmaking has completely changed. I understand way more about how to plan, produce, and direct a short, and I'm ecstatic about putting all of this new knowledge into action! I have the confidence that the product is going to be at a level I couldn't have achieved without GMAC's support."

Kate Hammer, Little Pictures Year 3 filmmaker



100% of participants

in our Learning Programmes reported that they feel more able to adapt to new situations and new people as a result of the workshops

80% of Cashback participants are from under-represented groups

The Little Pictures micro-budget commissioning scheme is committed to 50:50 gender balance, which was exceeded in 2022 - 2023 with

77% of the cohort identifying as non-male



I am, and always have been, passionate about encouraging people from all backgrounds to gain access into the screen sector, which has the reputation of being predominantly white, middle-class and male. As the first Patron of GMAC Film, I will be able to continue enabling talent and championing the organisation, which is so close to my heart."

Paddy Higson, Patron of GMAC Film

Job Description

Employment terms

- Salary: £35,000
- Hours: full time 30 hours per week (based on a four-day week with some occasional evening and weekend work)
- Fixed Term: 24 months (extension subject to continuous funding)
- Normal place of work: 5th Floor Trongate 103, Glasgow, G1 5HD
- Period of Notice: 1 month's notice, 3 month probation period
- Pension: 3% employer pension contribution (Aviva Pensions)
- Annual Leave: 31 days a year inc public holidays with 1 additional day for each year of service, up to 3 additional days (pro rata)
- GMAC Film operates a time off in lieu policy
- Flexible working and reasonable adjustments will be considered
- Training will be offered

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder, Director, and Board of Trustees from time to time.



Responsibilities

Reporting to the Director, the Creative Director will be responsible for supporting and line managing the GMAC Film Project Staff.

Role purpose:

1. Support the Director to deliver the Vision and Strategy for GMAC Film
2. Support the Director to identify and realise diverse sources of income that ensure the company is resilient and building up Reserves
3. Support the creative team through co-ordination and integration to ensure maximum impact of all GMAC activities.

Main Responsibilities

- Strategy: GMAC Film is currently developing a 3-year strategy and longer-term vision for its 50th anniversary in 2032. This role will be key in supporting the Director and staff team to deliver the targets.
- Income: GMAC Film recognises that it needs to diversify its sources of income. This role will be key in working across the staff team to maximise opportunities and develop new strands of income. This will involve working on budgets, funding applications, drafting partnership agreements, liaising with fundraisers and so on.
- Management: working with the creative team to create a “coaching culture”, to ensure that projects are developed, delivered, monitored and evaluated, reports are sent to the Trustees and funders, good relations are maintained with Screen Scotland and other funders as appropriate.
- Impact: working with the creative team to ensure maximum co-ordination and integration of individual projects so they become part of something bigger that deliver the strategic goals.
- Ambition & Excellence: Work with the Director and creative team to ensure we always lead by example, strive for the best quality projects, and aim for goals that stretch the company to be an exemplar in the field of equity, diversity and inclusion.

Role Specifics

Management of Project Funds:

- Reporting to and supported by the Director and Board of Trustees, ensuring accurate records of project activities. Managing existing programme funds and resources while actively identifying opportunities for growth and development.

Monitoring & Evaluation:

- To support staff in evaluating, recording and reporting on the outcomes of individual projects. To generate, collate and present evidence and evaluative data from the project to inform reporting to funders.
- Develop our Theory of Change and incorporate it into a robust operating plan that can be used to support planning, delivery and monitoring (funders and trustees).

Grant support:

- Working collaboratively with staff to lead on and provide expert input into supporting funding applications for project-based funding. Supporting the Director in applications for unrestricted core funding.

Budget Management:

- To support programme managers by overseeing all programme budgets and assessing the allocation of funds for specific activities and initiatives to ensure the sustainability of the organisation and GMAC Film's core costs. Identifying where there are gaps in project funding and core costs.
- Working with and assisting the Finance & Office Manager and Director with budgeting and financial planning.
- Timely reporting to the Director and Board including quarterly programme accounts and written analysis.

Project Strategy & Sustainability:

- Oversee and develop our projects with a strong focus on coherence and GMAC's three-year strategy: supporting the Director and Board to ensure the future growth and sustainability of GMAC Film by developing GMAC's roster of projects into a coherent ecosystem of programmes; leading on project strategy, project fundraising, and overseeing daily programme activities.
- Collaborate with relevant professionals across the screen, sector to encourage partnerships with a particular focus on developing GMAC Film as a key player in diversity and training for the screen industry.
- Development of a 'Project Support and Development Strategy' to support and empower our project staff to deliver their activities (e.g. EDI, capacity, and resources).
- Support the Director to develop new and existing relationships with funders,
- Manage the detail of all programmes across the board, from evaluation and reporting to legal agreements.
- Create organisation templates of appropriate paperwork for projects, freelancers and participants (e.g contracts, agreements and licences).
- Work closely with the Community Learning & Development Manager on new partnership opportunities.
- Create bridges between programmes - internal connections and collaborations which will strengthen the experience and journey of GMAC participants.

Project Team Development & Collaboration:

- Support the Director and Board to implement the three-year strategic plan with the staff team to establish our shared creative vision and meet objectives. Contribute to our positive work culture and environment by communicating project-based goals and facilitating training and development.
- Manage the project team to support a high standard of delivery.
- Support the Programme Managers to manage and develop their teams to deliver the annual programme of activity.
- Ensuring staff are equipped to contribute effectively to the success of GMAC Film with regular 121's, reviews and agreed actions to support their development.

- Establish regular meetings with feedback to track delivery and development of projects and follow up on agreed actions.
- Prompt resolution of any project staff issues, notifying the Director and Board of Trustees where appropriate.
- Recruitment and HR of creative team.

Knowledge, skills and abilities

Essential:

- A strong commitment to and understanding of diversity, equality, and inclusion
- Excellent verbal and written communication skills
- Experience of writing partnership agreements for a variety of stakeholders
- Experience of developing evaluation frameworks for project led activities
- Experience in the facilitation and evaluation of teaching-led activities for a wide range of individuals
- Excellent administrative and IT skills including Microsoft Office, CRM databases survey tools and the management of digital platforms
- Highly organised and an attention to detail
- Demonstrable knowledge of project management and budgeting
- Experience working strategically, within a senior management role
- Track record of supporting, managing and inspiring a team to achieve results
- Experience of managing a small team with limited resources
- Track record of successfully securing funding and managing partnerships with stakeholders
- Knowledge of current and future policy and the funding landscape within the sector.
- Experience of managing a diverse range of people

Desirable:

- Knowledge of the screen sector
- Knowledge of SQA Accreditation
- Experience of working in the third-sector or the arts
- Experience in fundraising
- Awareness and understanding of CRM systems
- Knowledge and experience of successful participatory filmmaking and how to involve underrepresented and underserved groups
- Knowledge of safeguarding policies, including child protection, health and safety, equal opportunities, and confidentiality

Behavioural competencies:

- Confident ability to sensitively support, engage and enable others
- Available to work flexible hours including occasional evenings, with time off in lieu
- A collaborative and flexible approach to management and leadership
- Strength in multitasking and responsive to change in challenging situations
- A passion for developing and managing impactful projects
- An engaging management style and a clear focus on strategy and delivery
- Reflective approach to working
- Creative approach to strategic development
- An enthusiasm and commitment to learn and develop in the role
- An enthusiasm for GMAC Film and its objectives

Deadline

Monday 29th January 2024, 5pm

Interviews

Week beginning 5th February 2024

How to apply

- Please send us a copy of your CV along with a cover letter stating your interest in this role and how you believe your skills fit the requirements listed in the job description.
- Please also complete the Equal Opportunities Monitoring Form, which is unattributed and will be separated from your application at the point of receipt.
- Submit your application by email to david@gmacfilm.com with 'Creative Director' as the subject line.
- Please get in touch if you need to submit your application in another format for accessibility reasons.
- Applications submitted after the deadline will not be considered.
- We will respond to each applicant regarding the progress of your application but are unable to give individual feedback on applications.
- All applications will be dealt with in confidence.

Anyone wishing further information, on the role or the organisation prior to submitting an application, please e-mail david@gmacfilm.com to arrange an informal chat.

