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## Deputy Director – Equalities and Partnerships

## Role Description

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| Salary grade: |  | F |
| Reference number: |  | DDEP |
| Team: |  | Arts |
| Reporting to: |  | Director of Arts |
| Line managing: |  | CLTA Programme Manager, Head of Arts, Health, and Wellbeing, Head of Engagement and Communities (incl. Nigh Out), Head of Young People and Skills |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, where as many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

About this role

The Deputy Director of Equalities and Partnerships is a leadership role within Arts Council Wales that provides strategic direction and operational excellence in equality, diversity, workforce sustainability, education partnerships, and Local Authority engagement. This position carries significant strategic responsibilities and senior accountability across multiple key areas of Arts Council Wales’s work.

Working closely with the Director of Arts and Deputy Director of Arts, you will oversee multiple strategic teams and initiatives while providing visionary leadership to ensure Wales’s creative sector benefits from diverse, resilient, and well-supported talent across all communities. You will strengthen connections between arts, education, health, workforce, Local Authorities, and community development while championing equitable access and sustainable career pathways throughout the arts sector and creative economy.

Throughout all aspects of this role, you will consistently integrate the Arts Council's key cross-cutting themes: Welsh Language development, Diversity and Inclusion, and Climate Justice. Underpinned by the Well-being of Future Generations Act, and aligning with Welsh Government priorities, you will take a long-term, collaborative approach that considers the cultural, social, economic, and environmental well-being of Wales' communities and creative practitioners.

### Principal responsibilities

Strategic Leadership and Corporate Management

* Provide strategic oversight of Creative Learning Through the Arts, Arts,Health and Wellbeing, Young People, skills and workforce teams
* Lead on the strategic development of partnerships with Local Authorities across Wales
* Manage and develop relationships with Welsh Government education, health and local government departments
* Provide operational oversight of Heads of Department work programmes, festivals and strategic priorities
* Support the Director of Arts in corporate planning and strategic resource allocation
* Contribute to Arts Council Wales’s strategic response to the Well-being of Future Generations Act
* Translate ACW's strategic priorities into practical implementation across partner organisations
* Represent the organisation at senior-level external meetings and sector events

Equalities, Diversity and Inclusion Leadership

* Develop and implement comprehensive strategies to increase diversity across Wales’s creative workforce and leadership
* Address structural inequalities including diversity representation, pay equity, and working conditions

Create innovative frameworks supporting traditionally underrepresented groups in accessing and progressing within the creative sector

* Champion representative participation across all levels of arts organisations and Local Authority cultural services
* Implement evidence-based initiatives to increase diversity in senior creative and cultural roles
* Utilise data, research and sector intelligence to inform strategic diversity interventions
* Lead on the delivery of Arts Council Wales’s Strategic Equalities Plan objectives
* Ensure equitable access to funding, development opportunities, and sector networks

Workforce Development and Sustainability

* Develop comprehensive strategies for attracting, retaining and developing talent within Wales’s creative & arts economy
* Create and implement targeted support frameworks for freelancers and self-employed creative practitioners
* Champion fair pay practices, professional development opportunities, and sustainable career pathways
* Establish innovative models supporting creative workforce wellbeing, mental health, and professional resilience
* Develop sector-specific approaches to skills development and intergenerational knowledge transfer
* Commission research into emerging workforce models, future skills requirements, and sector sustainability

Local Authority Partnerships and Regional Development

* Lead strategic partnerships with Local Authorities across Wales to strengthen local cultural provision
* Develop frameworks for effective collaboration between arts organisations and local government cultural services
* Support Local Authorities in developing sustainable cultural strategies and creative economy initiatives
* Facilitate knowledge sharing and best practice exchange between Local Authority cultural teams
* Oversee regional development initiatives that connect local and national cultural priorities
* Champion the role of Local Authorities as key partners in delivering equitable cultural access
* Support Local Authority workforce development in cultural services and creative programming

Education and Creative Learning

* Provide strategic leadership for Creative Learning Through the Arts programme, connecting education and arts sectors
* Develop and maintain strategic partnerships with Welsh Government education department and Local Authority education services
* Oversee curriculum-aligned arts initiatives that support educational outcomes and creative development
* Support research and evaluation of arts education programmes and their measurable impact
* Champion innovative creative learning practices that remove barriers to participation
* Create sustainable frameworks for arts education programming across formal and informal learning settings
* Lead on developing creative learning opportunities that reflect Wales’s cultural diversity and linguistic heritage

Arts, Health and Wellbeing Leadership

* Provide strategic direction for Arts Council Wales’s Arts, Health and Wellbeing initiatives
* Develop partnerships with health organisations, NHS Wales, Local Authority health teams, and community health initiatives
* Establish evidence-based models demonstrating the impact of arts interventions on health and wellbeing outcomes
* Champion arts and health programming with demonstrated benefits for individuals and communities
* Coordinate cross-sector research on arts impact across health, education, and social care settings
* Identify and develop funding opportunities supporting sustainable arts and health initiatives

Financial and Resource Management

* Oversee designated areas of Arts Directorate operational budget with accountability for strategic allocation
* Manage development budgets for equality, partnership, and workforce initiatives
* Review and approve significant expenditure requests within delegated authority
* Support annual budget planning with focus on strategic impact and value for money
* Coordinate resource deployment across teams to maximise strategic effectiveness

Strategic Oversight and Support

* Provide mentorship and professional development support across managed teams
* Ensure consistent approaches to grant assessment, monitoring, and evaluation
* Oversee quality assurance of Multi-Year Funding Organisation monitoring processes
* Support Heads of Department in managing complex organisational challenges
* Lead cross-departmental collaboration between education, health, workforce, and Local Authority teams
* Foster collaborative working practices that maximise strategic impact

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company, and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward-looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So, we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | Essential | Desirable |
| Knowledge | • Deep understanding of Wales' arts and cultural landscape, including creative economy challenges and opportunities  • Experience with grants management, funding distribution, and evaluation of cultural programmes  • Knowledge of workforce development challenges specific to the creative and cultural sectors  • Understanding of Local Authority structures, cultural services, and partnership working  • Awareness of education systems, qualification frameworks, and creative learning approaches | * Knowledge of health and wellbeing approaches within creative and cultural programming * Familiarity with data collection, analysis, and evaluation methodologies for cultural programmes * Understanding of Welsh Government's Well-being of Future Generations Act and its application to cultural work |
| Skills & Attributes | Communication and Relationship Building  • Excellent interpersonal and communication skills with ability to work effectively with stakeholders at all levels  • Proven ability to represent organisations at senior level meetings and public events  • Experience building and maintaining strategic partnerships with diverse organisations  • Strong advocacy and negotiation skills | * Detailed understanding of the freelance and self-employed creative workforce challenges |
| Experience | Leadership and Management Experience  • A degree and or substantial senior management experience in arts administration, cultural policy, public sector, or related fields  • Demonstrated leadership in successfully implementing equality, diversity, and inclusion strategies  • Proven track record of managing complex partnerships across multiple sectors (arts, education, health, local government)  • Experience managing significant budgets and strategic resource allocation  • Strong track record of team leadership, mentorship, and staff development  Strategic and Policy Experience  • Experience developing and implementing strategic initiatives with measurable outcomes  • Understanding of public policy development and implementation, particularly in cultural and creative sectors  • Knowledge of equalities legislation and practical application of diversity and inclusion principles  • Experience working with Welsh Government departments and Local Authority partners | * Experience in senior leadership role within arts funding, cultural policy, or Local Authority cultural services * Experience implementing successful creative learning or arts education programmes * Experience of international cultural partnerships and sector development |
| Welsh language | • Learning Welsh language skills will be necessary when appointed. Although you are not expected to be able to speak Welsh fluently when applying, we are looking for an individual who understands the culture of the country; the varied relationship of the people of Wales with the Welsh language and who is committed to developing innovative use of the Welsh language both linguistically and culturally within the Arts Council and the wider sector. Everyone’s story with the language is different and we recognise that levels of ability and confidence vary from person to person. We will ensure the relevant support to increase or learn Welsh language skills. |  |