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## Head of Arts, Health, and Wellbeing

## Role Description

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| Salary grade: |  | E |
| Reference number: |  | HOAHW |
| Team: |  | Arts |
| Reporting to: |  | Deputy Director of Equalities and Partnerships |
| Line managing: |  | Relationship Managers (X2), Arts Development Enabler, Team Co-ordinator (Arts, Health and Wellbeing) |
| 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 Head of Arts, Health and Wellbeing is a strategic leadership role requiring deep expertise in this rapidly evolving and innovative sector that positions creativity at the forefront of transformational health and social care delivery. You'll have an established background in Arts, Health and Wellbeing sector leadership, whether through practice, research, executive management of relevant organizations, or strategic development within healthcare and cultural institutions, with extensive experience in developing pioneering arts-based interventions and building resilient, evidence-based creative ecosystems. As this relatively new field continues its dynamic growth, this role demands innovation and strategic vision to harness the transformative power of creative practices across healthcare, community wellbeing, and social care settings throughout Wales.

Drawing on your specialist knowledge and proven track record in this emerging sector, you'll drive our ambitious vision for developing comprehensive Arts, Health and Wellbeing initiatives that demonstrate measurable impact across all art forms. Your role demands sophisticated understanding of interdisciplinary collaboration, enabling you to negotiate complex partnerships across healthcare institutions, social care providers, and cultural organizations while developing evidence-based frameworks that position creativity as essential infrastructure for national wellbeing.

You'll apply your specialist expertise to identify emerging opportunities within this evolving field, develop innovative programming frameworks, and create sustainable strategic approaches that support a thriving Arts, Health and Wellbeing ecosystem. Your comprehensive knowledge of best practices and emerging research will be essential as you lead transformative initiatives that strengthen, sustain, and expand the reach of creative interventions while establishing robust pathways for Welsh Arts, Health and Wellbeing programmes to flourish nationally and internationally.

Reporting to the Deputy Director of Equalities and Partnerships, you will operate as the strategic lead for Arts, Health and Wellbeing, providing authoritative leadership across this specialised domain while managing dedicated teams and embedding these priorities throughout our organisation. Throughout all strategic initiatives, you'll integrate our key cross-cutting themes: promoting the Welsh language, addressing climate challenges, and advancing diversity and inclusion at a strategic level, requiring sophisticated expertise in managing and negotiating complex, multi-faceted cultural development programmes. This high-profile role demands exceptional sector knowledge and collaborative leadership as ACW's principal specialist, with your expertise informing organisational decision-making while representing Arts, Health and Wellbeing interests across government, healthcare, industry, and community stakeholders. Your leadership will extend to mentoring staff with Arts, Health and Wellbeing specialisms and delivering internal staff training across the arts directorate, ensuring excellence in this transformative field is recognised and celebrated across all Welsh communities.

### Principal responsibilities

Leadership and strategy

* Lead on the creation and implementation of Arts, Health and Wellbeing strategy that contributes to the Arts Council overall, long term strategy as a member of the management board
* Manage & mentor Relationship Managers, Enablers and Team Coordinators with Arts, Health and Wellbeing specialisms
* Advocate for ACW at health sector partnerships, including the Welsh NHS Confederation, Public Health Wales and Health boards across Wales
* Lead the comprehensive Arts, Health and Wellbeing programme development
* Implement place-based approaches with health stakeholders
* Manage MYF organisations engaged in health and wellbeing, lottery grant assessment and development teams
* Convene and Chair sector group meeting and lottery funding panels for Arts, Health and Wellbeing investment programmes
* Use data tools to track impact in Arts, Health and Wellbeing, identifying trends and demonstrating outcomes
* Foster inclusive practice within Wales’s diverse communities through Arts, Health and Wellbeing initiatives
* Uphold ACW values and Nolan Principles, promoting access to arts-based wellbeing opportunities

Key Relationships

The Head of Arts, Health and Wellbeing will build and maintain senior relationships with internal staff and external stakeholders in the field of Arts, Health and Wellbeing. This will include supporting the development of programmes of work within the Arts Councils strategies and advising on arts, health and wellbeing related matters. These relationships will include:

* Directors and Arts Council colleagues working on Arts, Health and Wellbeing strategies
* Welsh NHS Confederation and Health Boards through the Memorandum of Understanding
* Health sector partners including NHS trusts, Social Care Wales, and wellbeing organisations
* Artists across all disciplines engaged in health and wellbeing work
* Wales Arts Health & Wellbeing Network (WAHWN) and national health partners
* Collaborative research and funding initiatives such as Baring Foundation
* International A, H & W organisations and research networks

Arts, Health & Wellbeing Programme Leadership

* Lead the delivery of the comprehensive Arts Council Arts, Health & Wellbeing strategy and programming
* Oversee implementation of strategic partnerships with national health bodies and institutions
* Support capacity building initiatives for arts coordinators across health boards
* Manage arts, health and research collaborations with academic and innovation partners
* Develop and nurture partnerships focused on arts and mental health initiatives
* Oversee digital creative resources for health and social care settings
* Design and manage dedicated funding streams for arts and wellbeing projects
* Lead visioning projects with health innovation partners
* Direct collaborative projects between cultural and health institutions
* Support sector development through strategic investment in Arts, Health and Wellbeing networks

Sector Development

* Assess Arts, Health and Wellbeing organisations' performance and business needs
* Convene the Arts, Health and Wellbeing Sector Development Group to identify opportunities
* Participate in health-related steering groups across Welsh Government, NHS and Social Care Wales
* Address challenges within the Arts, Health and Wellbeing sector
* Ensure diverse voices are represented in Arts, Health and Wellbeing programming
* Deliver high-impact initiatives advancing Welsh Arts, Health and Wellbeing nationally and internationally
* Support emerging and established Arts, Health and Wellbeing practitioners and organisations

Partnerships & Advocacy

* Build strategic relationships connecting arts stakeholders and health sectors
* Represent ACW at key health and wellbeing events
* Champion the broader role of arts in health and wellbeing
* Develop relationships with funders and development agencies for Arts, Health and Wellbeing
* Strengthen connections with education providers, health boards, and cross-sector partners
* Foster international collaboration in Arts, Health and Wellbeing research and practice

Resource Management

* Oversee funding streams for Arts, Health and Wellbeing initiatives
* Ensure alignment between Arts, Health and Wellbeing sector needs and budget allocation.
* Approval of purchase orders within delegated authority
* Monitor quality through specialised assessment appropriate to Arts, Health and Wellbeing programming
* Develop innovative approaches to supporting diverse Arts, Health and Wellbeing practices
* Mentor and train staff with Arts, Health and Wellbeing specialisms across the organisation
* Manage and monitor assigned budgets, seeking partnership funding opportunities
* Oversee reporting requirements for Arts, Health and Wellbeing programmes

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 | * A degree and/or significant relevant experience * Advanced expertise in Arts, Health and Wellbeing across multiple art forms, with sophisticated understanding of evidence-based creative interventions, therapeutic frameworks, and interdisciplinary approaches that inform high-level strategic decision-making within healthcare and community wellbeing contexts * Strategic understanding of the political and social landscape of arts, health and wellbeing, with proven ability to navigate complex policy environments, healthcare frameworks, and social care initiatives that impact sector growth, funding mechanisms, and sustainable programme development * Comprehensive expertise in Welsh, UK, and international Arts, Health and Wellbeing landscapes and health networks, with established understanding of sector interconnectivity, research developments, and strategic partnership opportunities across diverse healthcare ecosystems and cultural institutions * Advanced knowledge of project management techniques for large-scale projects, with sophisticated understanding of strategic planning frameworks, multi-stakeholder coordination, and delivery mechanisms that support complex Arts, Health and Wellbeing initiatives across healthcare and community settings * Strategic leadership in equalities frameworks and their transformative application to Arts, Health and Wellbeing programming, with demonstrated expertise in designing and implementing comprehensive diversity, equity, and inclusion strategies that remove systemic barriers and create accessible pathways for all communities to benefit from creative wellbeing interventions |  |
| Skills & Experience | * Demonstrated executive leadership in Arts, Health and Wellbeing sector development with extensive experience in conceptualising, scaling, and delivering transformational programmes with measurable sector-wide impact across healthcare and cultural environments * Established expertise in policy development and implementation across health and cultural sectors, with proven track record of translating complex policy frameworks into actionable strategic initiatives that drive Arts, Health and Wellbeing excellence and sector transformation * Advanced management expertise in overseeing complex, multi-stakeholder health initiatives, with sophisticated understanding of strategic coordination, interdisciplinary collaboration, and delivery mechanisms that support large-scale artistic and healthcare integration programmes * Robust contract negotiation and grants management experience at organisational level, with demonstrated ability to secure funding, optimise partnerships, and manage substantial financial frameworks that support sustainable Arts, Health and Wellbeing sector growth and innovation * Sophisticated capabilities in building and sustaining high-level strategic partnerships, with documented success in establishing transformational relationships with senior executives across healthcare institutions, government departments, and arts organisations to drive sector-wide impact * Robust financial acumen including management of substantial programme budgets and resource allocation, with proven ability to drive strategic decision-making that maximises impact while ensuring organisational sustainability and growth within complex healthcare and cultural environments * Exceptional leadership in mentoring and coaching team development, with proven expertise in cultivating talent, driving professional advancement, and effectively managing geographically dispersed staff across diverse Arts, Health and Wellbeing disciplines and interdisciplinary contexts * Advanced advocacy capabilities with demonstrated ability to influence diverse stakeholders at executive and policy-making levels, with proven success in representing organisational interests and articulating complex Arts, Health and Wellbeing sector needs to healthcare leaders, government officials, and community stakeholders * Strategic analytical capabilities and visionary thinking, with demonstrated capacity to synthesise sector intelligence into actionable frameworks that align Arts, Health and Wellbeing initiatives with organisational objectives while driving measurable performance outcomes and transformational sector development | * Experience with international cultural exchange in Arts, Health, and Wellbeing contexts * Public/charitable sector work experience * Professional background in Arts, Health, and Wellbeing |
| Attributes | * Passionate advocate for promoting wellbeing through the arts, with comprehensive approach to nurturing transformational creative interventions and demonstrated commitment to positioning Wales as a leader in Arts, Health and Wellbeing innovation on national and international stages * Strategic analytical capabilities with sophisticated ability to think logically and strategically about Arts, Health and Wellbeing sector development, with proven expertise in synthesising complex interdisciplinary intelligence into transformative frameworks that drive sustainable growth and measurable health outcomes * Results-driven leader with exceptional performance under pressure, with proven track record of delivering complex, outcome-focused initiatives that exceed performance targets while maintaining strategic vision and operational excellence in challenging healthcare and cultural environments * Credible leadership presence at senior levels in both Arts, Health and Wellbeing environments, with demonstrated ability to command respect, influence decision-making, and represent organisational interests with authority across healthcare institutions, government departments, and cultural stakeholders * Outstanding communication capabilities for diverse audiences, with proven expertise in articulating complex Arts, Health and Wellbeing concepts to varied stakeholders including healthcare professionals, policymakers, artists, researchers, and community leaders at the highest levels * Strategic commitment to continuous professional development, with demonstrated dedication to advancing sector expertise and staying at the forefront of Arts, Health and Wellbeing research, policy frameworks, and evidence-based practice developments * Visible presence and commitment to strategic engagement across Wales and beyond, with demonstrated ability to represent organisational interests and build transformational partnerships through active participation in healthcare conferences, cultural gatherings, and sector forums at national and international levels * Commitment to professional development * Willingness to travel throughout Wales and beyond |  |
| 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. |  |