

# STRATEGIC CREATIVE CONSULTANT BRIEF



The board of Take One Action Film Festivals is seeking an individual or collective team to evaluate and advise on the position of Take One Action; to support the development of the organisation; and identify changes for the model of delivery that build on the organisation's 14 years of work linking films, audiences, campaigners and communities whilst sustaining the core values of accessibility, empowerment and decoloniality. This unique opportunity comes at a time of transformation for Scotland's leading global action cinema project.

## ROLE

**Location:** Home-based but with limited travel. Office space available in Edinburgh. *(Please note that the organisation's office is not currently wheelchair accessible.)*

**Fee:** £12 500 plus expenses

**Timescale:** May 2022 - January 2023

**Reporting to:** The board of Take One Action Film Festivals

The consultant(s) will consider the strategic approach of annual festivals alongside a network of community film clubs and one-off, year-round events. It is essential that the consultant understands the power of film and shared cinematic experiences to build collective power and inspire lasting positive social change.

### Scope of work:

- Work with the board and staff team to re-imagine the 5-year organisational and creative strategy for Take One Action Film Festivals
- Conduct a thorough review of engagement needs
- Consult with community members, partners and third sector groups
- Develop a programme to engage under-served audiences and identify a strategy to remove barriers for engagement
- Propose sustainable leadership structure for organisation
- Identify partnerships for further development
- To ensure EDI, decoloniality, climate action and fair work are embedded as values across the organisation and delivery of events

TOA is committed to creating a dynamic and diverse cultural life within the region. We will work with the successful candidate to establish the most appropriate location and configuration of the delivery. The successful candidate may be required to travel to other areas across Scotland if required and pre-approved expenses would be reimbursed. This work has been supported thanks to Film Hub Scotland.

## Consultation Stages

The brief has three key areas and expects proposals to cover relevant experiences as well as delivery ambitions relating to the following:

### Stage 1 – Consultation (May – September)

- To engage with the TOA team, board, partners, supporters, to understand the roles TOA provides.
- Evaluation TOA's various activities including festivals and community cinema screenings
- Identify the key values that drive TOA and build on the opportunities that TOA already offers
- Identify the potential gaps in engagement and how these might be addressed to enhance benefits for audiences and social issues, including engaging under-served audiences
- Evaluate the leadership and governance structure for future staff & board recruitment
- Evaluate the current financial model against future proofing and sustainability planning

### Stage 2 – Strategy (September – December)

- Build on the changes and challenges of the last two years
- Recognise what works, what potential there is and how to implement structure or cultural changes
- Identify a strategy to remove barriers for engagement
- Design leadership model for staff and board to reflect organisation values
- Develop a sustainable financial model with blended approaches to income generation

### Stage 3 - Dissemination (Jan 2023)

- Present the Creative Strategy plan to staff and board
- Share approach to implement to actions
- Prepare key milestones for the staff and board to adopt

There are some key dates to consider during the consultation period that we would anticipate the successful candidate(s) attending:

- **21 May 2022** - Take One Action Friends Event, Edinburgh
- **July 2022** - Take One Action Summer Board Development Day
- **December 2022** - Take One Action Winter Board Development Day

## Outcome

The board is seeking the consultant to provide them with a coherent and strategic plan for the next 5 years of TOA, a plan that is ambitious, creative and values - led. The plan will demonstrate a clear understanding of the role of TOA across the film sector in Scotland, where the potential lies for development and how this can be achieved over the next 5 years. Most importantly, it must be a plan that is deliverable within the capacity of the team and can be clearly actioned.

## PERSON SPECIFICATION

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The ideal candidate will have a bold imagination; commitment to positive social change; and drive to innovate - and implement - the vision for the strategic future of Take One Action as a key player at the intersection of the Scottish film exhibition and social change networks.

The successful proposal should demonstrate

- Effective problem solver, able to think, plan and write strategically with experience leading multidisciplinary teams across partnerships and turning strategy into practical results.
- Have excellent interpersonal, influencing, negotiating and communication skills with the ability to manage relationships in communities.
- To give effective and professional presentations as and when required and communicate positively and effectively with TOA members and other stakeholders as appropriate.
- Have the personality and professional experience to build excellent relationships with stakeholders, board members, staff and service partners and inspire their confidence and trust
- Demonstrate highly developed planning and project management skills.
- Have significant experience of managing organisational change.
- Be able to work to a high degree of autonomy.

## ELIGIBILITY

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Take One Action are committed to equality of opportunity for all staff, volunteers and freelancers. Applications are encouraged from all candidates, regardless of age, caring responsibilities, disability, gender, gender identity, marriage or civil partnership, pregnancy and maternity, race, religion or belief and sexual orientation. As an inclusive employer, we value difference and recruit by merit based on fair and open competition. We welcome candidates from all backgrounds and from sectors not related to the arts. We are committed to supporting applications from D/deaf and disabled people and will work with candidates to support their experience of the application and interview process. If you require any access support if selected for interview, please inform us.

You will be asked to evidence your eligibility to work in the UK.

## HOW TO APPLY

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To apply for this work, individuals or organisations wishing to be considered, please send an expression of interest of no more than three pages which detail:

- How your experience and expertise make you suitable to deliver this work
- How would you approach the brief to achieve the anticipated outcome?
- How would you expect to work with TOA to deliver this?
- A schedule of delivery and breakdown of your total cost per day for your work
- Confirmation of references and level of insurance

We welcome applications in alternative formats so if you would like to submit an application by video or other format please let us know. Applications should be submitted by email to Lindsay Dunbar (Chair) on [culturecroft@gmail.com](mailto:culturecroft@gmail.com).

Deadline for applications: **11 May 2022**

Candidates will be contacted by **13 May 2022**

If shortlisted, interviews will be held the week commencing **16 May 2022**.

If you require further information prior to returning your completed application, please feel free to contact Daisy Crooke on [daisy@takeoneaction.org.uk](mailto:daisy@takeoneaction.org.uk) to arrange an informal conversation about the role with a member of the Board of Directors.

## ORGANISATIONAL OVERVIEW

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**“Want to change the world but not sure where to start? These guys will rouse you into action.”**

The Guardian

Take One Action nurture communal exploration of the stories, ideas and questions at the heart of positive social change. Through film screenings, conversation and enquiry, TOA brings people together to foster a fairer, more sustainable and more fulfilling world, starting from Scotland – and rippling out beyond its borders.

Established in 2008, TOA deliver the UK’s leading global change film festival, alongside year-round impact and empowerment-focused screenings, training and networking opportunities. Since our creation, our inclusive, participatory activities have engaged over 70,000 audiences, bringing together local communities, artists and campaigners to explore and strengthen our agency in building a more equitable, caring and ecologically sound society.

Our 2022 Festivals will take place as follows:

- 16-18 September: Edinburgh
- 23-25 September: Glasgow
- 21-23 October: Aberdeen
- 28-30 October: Inverness

Take One Action Film Festivals (TOA) value equality, diversity and inclusion (EDI) and our role in creating a vibrant cultural landscape in Scotland. Our EDI policy sets out the organisation’s commitment to meeting and exceeding its duties under the Equality Act (2010), employing and promoting best practice in relation to its core organisational operation and the festivals, events, projects and opportunities it originates.

In broad terms, we define our commitments as follows:

- **Equality:** a commitment to actively recognising and reducing – or altogether removing – potential barriers to access for employees, volunteers, trustees, audiences and all those who contribute to our events.
- **Diversity:** a commitment to ensuring differences are recognised, respected, represented and valued, evidenced in part by championing representation of diverse lived experiences, on and off screen.
- **Inclusion:** a practice and approach that ensures people (audiences, filmmakers, event contributors, communities, staff and volunteers) can not only take part in our activities, but can do so in the way that they want to.

For a brief overview of our organisation, see [www.takeoneaction.org.uk/about](http://www.takeoneaction.org.uk/about)

To familiarise yourself with our values [www.takeoneaction.org.uk/our-values](http://www.takeoneaction.org.uk/our-values)