



CEO Candidate Application Pack – Spring 2026

Welcome to our candidate application pack.

About Wells Maltings

We are a vibrant arts, heritage and community venue, opened in 2018, and set in beautiful Wells-next-the-Sea at the heart of the North Norfolk AONB. We are a year-round hub of excellence for the arts, heritage preservation, community cohesion and tourism for our small coastal town and surrounding environs. We provide essential, versatile space for the arts, education and social gatherings, reducing the community's reliance on seasonality, and fostering community connection.

We offer:

Cultural engagement: hosting a vibrant, high quality and diverse year-round programme including theatre, film, music, comedy, talks, exhibitions and festivals.

Heritage preservation: our Heritage Centre highlights the history of the town, including its maritime past, through interactive displays, acting as an educational resource

Art promotion: The Handa Gallery showcases sculpture, art, and crafts, supporting artists and enhancing the cultural life of the area

A community hub & social venue: offering space for local clubs, meetings, and fitness classes. We support the week long Wells Carnival in the summer plus Christmas Tide Festival in November/December (dependent on the tide) amongst other community events.

Tourism & economy: we provide indoor, high-quality events, attracting visitors outside of peak beach season and supporting local businesses. These visitors quadruple the town population in numbers each year, bringing energy and income for a variety of local independent businesses in the area.

As a charity and events space, our income comes from a combination of commercial activity, centred around our events (c250 per annum), our café and venue hire and sponsorship/ fundraising. We are looking for a CEO with strong experience in income generation to help ensure our future financial stability and operational excellence for the years to come.

The role:

This is a brand-new role for an experienced senior leader and income generation specialist to join the team at Wells Maltings and lead on developing and delivering our fundraising, commercial and operations strategies. You will lead on ensuring our

financial future and increasing our supporter base, especially through the development of major giving partnerships and individual giving. You will also expand support from corporates and trusts and foundations and continue to grow our commercial offering.

Key Contacts

You will work closely with the Artistic Director, the General Manager, and the engaged and supportive Board of Trustees. You will lead the strategic development of Wells Maltings and play a vital role in fundraising and managing relationships with funders.

About you

We are looking for a leader with a strong understanding of income generation in the arts and culture sector, preferably with experience of running a venue.

You will bring your leadership experience, financial acumen and fundraising skills. You will lead the organisation, shape how we generate income and increase our commercial and individual sponsorship, all with the aim of securing a sustainable future for the charity and the communities we support. Alongside this you will design better processes, track our progress, support strategic planning and help develop our teams with your empowering management style.

This role needs someone comfortable juggling detail and big-picture thinking. You'll enjoy working both independently and as part of a team, with strong communication skills and a willingness to ask questions and make things happen. This role is a hugely exciting opportunity to make a tangible difference – shaping not just what we do, but how we do it.

Job Description

Job title: CEO

Salary: c£50,000

Contract: Permanent

Hours: Full-time (37 hours per week) or part-time (minimum 4 days/ week). Some evening and weekend work will be needed.

Location: Wells-next-the-Sea/ hybrid

Reports to: Chair of Trustees

Direct reports: Management Team; Artistic Director, General Manager, Youth and Community Lead, TIC and Shop Manager, Audio/Visual Tech, Finance Officer and Administrator. Reporting to them are our café and bar, facilities and volunteer teams.

Benefits:

Include: hybrid working, free on-site parking, free access to events, free lunch and beverages, mental health and wellbeing support, plus access to NEST pension scheme

Key Responsibilities

- **Strategic Leadership and Planning:** work with the Board of Trustees to develop the Maltings vision, values, strategy and business plans that continue to position the organisation as a leading arts and cultural venue. Act as an ambassador for the organisation.
- **Financial Management:** Setting and monitoring annual budgets, managing cash flow, overseeing audits, and ensuring long-term financial stability and sustainability
- **Income Generation and Fundraising:** lead fundraising strategies, including cultivating and managing relationships with donors, foundations, corporate partners and public funding bodies
- **People and Team Culture:** Lead, manage and develop the management team, foster a positive and best practice working culture, enhance our volunteer base and their contribution
- **Marketing:** Develop and deliver marketing and communication strategies with a focus on audience development and brand profile to position Maltings as a leading arts and culture venue
- **Artistic Programming:** Ensure our extensive artistic programme meets financial targets and contributes financially as much as possible. Support the Artistic Director to further develop the Maltings presence and reputation across the arts and culture sector including through new partnerships and income generation
- **Venue and Operational Management**
 - Work with the General Manager to develop longer-term revenue generation strategies which maintain adequate community access to the building
 - Support the General Manager to the day-to-day operations, including people management, health and safety, licensing, maintenance, and facility developments
- **Governance and Board Reporting:**
 - Report a monthly dashboard to the Board of Trustees, support the bi-monthly Board meetings and Sub Committees. Manage the risk register
 - Ensure all external reporting for Charity Commission and Companies House is undertaken and documentation is submitted by the required dates
 - Ensure adherence to charity law, regulatory requirements and in house policies across all organisational operations
 - Review all key policies and procedures ensuring they are updated regularly and reflect changing governmental policy, statutory regulations and best practice.

Experience, Knowledge and Skills:

You do not need to have experience in every aspect of the areas below, but if you believe your career and lived experience has prepared you well for this role, we encourage you to apply and demonstrate your transferable skills.

- **Strategic Leadership:** Proven experience in leading an arts, culture, or similar organisation with the ability to motivate and develop cross-disciplinary teams
- **Financial Acumen:** Strong experience in budget management and income generation
- **Fundraising Expertise:** A track record of securing funding from diverse sources
- **Relationship Management:** Excellent communication skills to engage with stakeholders, donors, partners and the public.
- **Operational Knowledge:** Understanding of venue management, health and safety regulations, and compliance
- **Passion for the Arts:** A deep commitment to community engagement and developing partnerships
- **Marketing:** A good working knowledge of developing marketing campaigns, including the use of social media, to ensure our programme and hire opportunities reach the widest possible audience
- **DEIB:** A demonstrable commitment to diversity, equality, inclusion and belonging
- **Charitable purpose:** Evidence of commitment to the aims of Wells Maltings, along with an Understanding of Charity law and regulations, governance requirements, and reporting standards

What will success look like?

- **Overall strategic planning & target setting**
 - Development of short, medium and long-term strategies to be approved by the board that deliver against overall objectives (financial stability and increased audience engagement)
 - Work with the Board to set and measure annual KPIs across finance, delivery, organisational development, stakeholder engagement and governance
 - Work with board to continually monitor strategic direction, adjusting or refining as necessary to meet overall objectives
- **Financial stability and growth:** meeting income targets from venue hire, tickets, fundraising and sponsorship
- **Developing partnerships:** to network and develop new partnerships across North Norfolk to enhance our standing and offer
- **Audience development:** Increasing visitor numbers and improving engagement metrics.
- **Leadership & Organisational Development:**
 - People engagement levels (e.g., satisfaction scores, retention rates)
 - Implementation of organisational improvements (e.g., new policies, efficiency gains)
 - Strengthening the organisation's culture and values
- **Funding Success:** Securing multi-year funding and/or high-value donations
- **Operational Efficiency:** Maintaining high standards of safety and compliance

To Apply:

Charity People are managing the recruitment process on our behalf. Please email Philippa – philippa@charitypeople.co.uk – with any questions.

To apply, please send a CV and supporting statement answering the questions below to philippa@charitypeople.co.uk by **9am on Monday 20th April 2026**

1. Strategic Leadership, Vision and Community Impact Describe how your experience and skills make you a suitable candidate for this leadership role in our arts and community venue (up to 500 words)

2. Income Generation and Financial Sustainability Describe a successful income generation or fundraising strategy you have developed or led (up to 500 words)

3. Operational Leadership, Culture and Partnership Working Explain how you have previously created positive organisational culture, improved operational effectiveness, or built strategic partnerships in a similar organisation. How did your leadership contribute to long-term resilience and engagement? (Up to 500 words)

We want you to have every opportunity to demonstrate your skills, ability, and potential. Please inform us if you require any assistance or adjustment to help ensure the application process works for you.

Each candidate will be shortlisted based on merit, and interview and appointment selection will be strictly based on the agreed selection criteria. The Equality Act 2010 permits reasonable adjustments that may give preferential treatment to an individual with a disability.

To monitor how effective this will be, we request that all candidates complete an EDI monitoring form ([insert link](#)) which will give us a detailed breakdown of the candidates who apply.

Timeline

Closing date for application: 9am on Monday 20th 2026

Interviews: Friday 1st May 2026