

Co-funded by the
Creative Europe Programme
of the European Union



Follow the Vikings

Artistic Director

The Project

Follow the Vikings is a 4 year programme that celebrates Viking heritage throughout Europe with particular emphasis on creativity and culture, including the creation of an international touring event. The project aims to raise the visibility of the Council of Europe's Viking Cultural Route, managed by the Destination Viking Association and is being funded through a €1.96 million grant from the EU Creative Europe Culture sub-programme. Leading the project is Shetland Amenity Trust, who are working alongside 14 full partners and 11 associate partners over 13 countries.

The project is divided into a number of Work Packages which will generate tangible outcomes drawing on the special skills and experience of partners participating in the project. Each Work Package is led by one of the partners but includes contributions from different partners, to maximise the benefits which can accrue from a large transnational project with many individual experiences.

The project has 4 main components which are woven throughout all the Work Packages:

1. **Audience Development** – through a variety of means including the use of new technologies (e.g. social media, mobile applications, website)

2. **Building Competence in Business Models** - through sharing best-practice throughout the project and expert advice at a seminar on business development
3. **Strengthening the International Network** - build a wider network among professionals and institutions working with the dissemination of Viking heritage, by investigating the ways of presenting Viking heritage to the public using art, artistic performance and creativity to create a better visitor experience.
4. **International Touring Event** - Promote interest in Viking heritage and heritage tourism by organising events that use a travelling group of Viking actors and artists held throughout Europe.

The Work Packages which will form the basis of the project outcomes are:

1. Managing the Vikings (project management)
2. Presenting the Vikings (telling the story of the Vikings)
3. Discovering the Vikings (marketing and branding)
4. Visiting the Vikings (visiting Vikings sites, actually or virtually)
5. **The Vikings are Coming (an International Touring Event)**
6. Selling the Vikings (Audience & Business Development)

The International Touring Event Work Package (5) is being co-ordinated by York Archaeological Trust (YAT) who own and manage the JORVIK Viking Centre, in York, UK, in addition to the annual JORVIK Viking Festival. These popular attractions attract c500,000 visitors every year and extensive experience has been gained by the team here over the past 31 years of successful operation.

Our Artistic Director will create, organise and manage up to 13 International Touring Events throughout Europe at venues that have been identified within the European bid and agreed with the partners. Working with the Work Package Co-ordinator (YAT), the project steering group and Project Manager, the Artistic Director will create a viable Touring Event which uses individuals, groups, expertise and skills from across the modern Viking world. Each Touring Event will take place over several days and include elements which portray to the general public the excitement and interest of Viking culture and history, including (but not exclusively) saga telling, art, creativity, music, dance, craft demonstrations, scholarly lectures, re enactment, battle-tactics and fighting techniques. The Artistic Director will then manage and coordinate this Touring Event over the four years, enabling it to travel and be presented at all of the venues identified and working within the budgets allocated.

Role Description

Role Title

Artistic Director

Purpose of the role

The Artistic Director is responsible for the development, coordination and successful delivery of the four year programme of International Touring Artistic Events.

Location

Europe-wide

Reporting relationship

Responsible to the Director of Attractions, York Archaeological Trust (Work Package 5 Co-ordinator) on a day-to-day basis and to the Lead Partner/Project Manager.

Main Duties

- To lead and manage the International Touring Events programme.
- To devise and manage a simple, transparent and effective process for commissioning artistic and other participants in the Touring Events.
- To develop the content and programme of the Touring Events in consultation with the Work Package Co-ordinator, Lead Partner/Project Manager and other supporting partners as appropriate that result in a high quality International Touring Event programme.
- To develop and manage the travelling component of the International Touring Events Programme within the budgets allocated.
- To work with the Work Package Co-ordinator, Lead Partner/Project Manager and steering group to develop an increased and new audience for Europe-wide Viking cultural events.
- To maintain regular communication with the Work Package Co-ordinator, Project Manager, Partners and Steering Group through meetings and email communication.

- To work with the Work Package Co-ordinator, Project Manager, Partners and Steering Group to ensure that the International Touring Events are branded, promoted and marketed in accordance with the Style Guide and Marketing Plan devised under Work Package 3. To ensure that there is branding compliance from the partners hosting the International Touring Events.
- To work with the Work Package Co-ordinator (YAT) to ensure that budgets comply with the relevant Work Package 5 budget, supplying all necessary documentation and records to the Project Manager, Lead Partner and Steering Committee.
- To ensure that any permissions are obtained as necessary for the Programme.
- To ensure compliance with relevant Health and Safety and Child Protection Policies of the partners.
- To assist the Work Package Co-ordinator (YAT) with the completion of required EU funding reports and submissions, including obtaining records of expenditure from all partners when necessary.
- To ensure that monitoring and evaluation processes are in place and that records are managed effectively and submitted when required to the Lead Partner.
- To report to the Steering Group and to support its decision making.
- To represent the Project and Destination Viking Association both locally and nationally when required.

Person Specification

The following represent the essential attributes for the post of Artistic Director:

- Experience of managing projects that involve more than one organisation in collaboration
- Experience of devising and delivering a historical, arts or artistic events programme involving a range of art-forms and presentations
- Financial management skills
- Organisational skills
- Communication skills
- Understanding of current European issues in developing new audiences
- Understanding of the European market in the arts, heritage and tourism sectors

Terms and Conditions

Start date: November 2015

End date: June 2019

Project fee: €200,000 for a 44 month project (inclusive of all expenses, travel and accommodation)

Work Schedule:

The essence of the role is such as to require flexibility in hours worked, which will include evenings and weekends. It is expected that the events programme each year will be concentrated within a number of months; each event will take place over 3-5 days (tbc). The Artistic Director will be expected to travel and attend every event, be in attendance to supervise the set-up and break-down of each event and hold planning meetings on site prior to the events taking place. Meetings, some of which will be attended by the Artistic Director, will also be held with the Work Package Co-ordinator in York and with the full Steering Group twice a year in accordance with the following schedule:

- November 2015 – Foteviken, Sweden
- May 2016 – Catoria, Spain

- September 2016 – Trelleborg, Denmark
- January 2017 - Shetland, UK
- September 2017 - Iceland
- May 2018 - Lofotr, Norway
- February 2019 - York, UK
- June 2019 - Brussels, Belgium

(Subject to confirmation)

Touring Events will be held in accordance with the following outline programme:

2016

- Avaldsnes, Norway
- Borre /Midgard, Norway
- Gunnes gård, Upplands Väsby, Sweden
- Copenhagen, Denmark

2017

- Dublin / Waterford, Ireland
- Shetland / Orkney, UK
- Poland (??)
- Normandy, France

2018

- Catoria, Spain
- Lofotr, Norway
- Iceland
- York, UK

2019

- Brussels, Belgium

(Subject to confirmation)

Place of work:

You will work predominantly from home, whilst meetings with Partners will be held at their own venues. Project meetings will be held at the Work Package Co-ordinator's (YAT) offices in York, UK. Steering Group meetings will be held in accordance with the schedule above (subject to confirmation).

Application Process:

Your curriculum vitae and covering letter, detailing your experience and why you should be given the position, should be submitted by **9am Wednesday 23rd**

September 2015 to:

Sarah Maltby
Director of Attractions
York Archaeological Trust
JORVIK Viking Centre
Coppergate
York YO1 9WT.

smaltby@yorkat.co.uk

For an informal chat please call Sarah on 01904 543401 (Monday to Friday 9am – 5pm). Interviews will be held **wc 19th October 2015**.