

## General Manager, Frieze Academy

**Reporting to:** Director of Publishing

**Location:** London office

### Job Purpose

The key purpose of the General Manager is to develop Frieze Academy into a profitable, culturally valuable business unit by strengthening core strategy, managing P&L effectively, reviewing team resource, and overseeing delivery of successful events.

Frieze Academy is a year-round programme of talks and courses. The programme features artists, collectors, curators, critics and academics sharing their experiences and discussing issues facing individuals, companies and organizations in the arts today.

The ideal candidate will be experienced in planning, marketing and delivering cultural events, be commercially minded and strategic.

### Duties & Responsibilities

#### 1. Defined strategy

- Work with the Director of Publishing to build a revised 3-year strategy for Frieze Academy, defining the type of content we want to create, the audiences we believe will attend, our marketing and monetisation approach, a profitable business structure, and the long-term positioning of the Academy business inside Frieze Publishing

#### 2. Sustainable budget

- Work with Finance Director and Director of Publishing to build and manage the P&L for Frieze Academy, covering all revenue (from ticket sales to sponsorship) and costs (including salaries, venues, production, speaker fees, etc), and delivering to company profit targets
- Work with the Academy team to ensure events deliver to this budget

#### 3. Audience & marketing approach

- Develop a clear plan for the audiences Frieze Academy will target, and build a corresponding content and marketing plan to ensure they buy tickets, attend events, and begin to follow the Academy programme to build and retain a base of participants and fans

#### **4. Content**

- Work with the Frieze Academy Head of Programming to build out content modules for all Frieze Academy events. Ensure content is appropriate for Frieze, culturally relevant, and will deliver to business plan

#### **5. Successful delivery**

- Take direct action to ensure all events are planned and delivered successfully, managing a small team by taking a hands-on approach
- Lead relations with external partners and suppliers as necessary. Take responsibility for success of each event

### **Budget Responsibilities**

- Department budget (includes venues, production, fees & salaries)

### **Line Management Responsibilities**

- Head of Frieze Academy Programming and Frieze Academy Coordinator

### **Required Experience**

- Proven ability to plan and deliver successful culturally relevant events
- Good head for business with an entrepreneurial mindset
- Strong people management experience with a hands-on approach
- Understanding of modern marketing and audience development in a cultural space
- Evidence of developing, communicating, and delivering a clear strategy
- Experience of managing numbers, budgets, spreadsheets, and delivering financial accountability
- Interest in the contemporary art world

### **Required Competencies**

- Plans, organises, schedules and budgets in an efficient, productive manner -focuses on key priorities
- Efficient - produces significant output with minimal wasted effort
- Communicates effectively
- Calm under pressure - maintains stable performance when under pressure
- Creative and innovative - generates new and innovative approaches to problems
- Understands people's concerns/sensitivities and responds to them effectively and diplomatically
- Has a high degree of emotional intelligence
- Takes responsibility willingly
- Has a positive, diplomatic attitude

### **Salary & Benefits**

Details upon application