



RICH MIX

CREATIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

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ENGLAND**

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INTRODUCTION

Thank you for your interest in Rich Mix and the role of Creative Director and Chief Executive Officer (CEO).

Rich Mix is one of London's most diverse and dynamic arts centres offering an extensive programme of grassroots music, mainstream and independent cinema and creative engagement. Since 2006 we have pursued a mission centred on anti-racism and intercultural understanding through culture and creativity.

As we embark on the next chapter of our extraordinary story, we are now seeking a dynamic creative leader to join us as Creative Director and CEO and lead Rich Mix into the future.

Reporting to the Board of Trustees, the Creative Director and CEO will hold overall responsibility and accountability for Rich Mix's creative vision and its execution. You will also hold overall accountability for the organisation's future, including its overall performance, operational and financial direction and resilience. You will lead and work in close partnership with a strong and experienced executive team to ensure Rich Mix is an organisation which is both creatively ambitious and financially sustainable. You will work in partnership with Rich Mix's diverse community of stakeholders to create and implement a creative vision which builds on the legacy of the last 20 years and interprets Rich Mix's founding principles for its next chapter, so it can deliver meaningful impact for decades to come.

We understand there are many ways to deliver and lead in the cultural sector. You may already lead an organisation. However, this is not an essential requirement for the role. You may be leading or be working at a strategic level within a venue, a festival, creative programme, artist development initiative, community organisation or cultural movement. Alternatively, you may be an experienced freelance practitioner or artist looking to bring your combined experience into a venue.

If you have the ability to articulate a compelling vision, realise ambitious projects, bring people with you, collaborate effectively and make strategic decisions and take responsibility for outcomes then we would like to hear from you.

**Sangna Chauhan and Kate McLaughlin,
Co-Chairs**

'I joined Rich Mix because its mission deeply resonates with me. Growing up in Shoreditch during a time of challenging race relations, I could have only dreamt of a place where culture, music and art intertwined to unite communities. Today, Rich Mix truly embodies that vision, and I'm honored to be part of a talented Board and team dedicated to this powerful purpose and exciting new business model.'

Trustee

ALTERNATIVE LEADERSHIP APPROACH

The wider arts landscape is increasingly rethinking what leadership can look like, and Rich Mix has been part of that thinking. We have already been piloting and developing our Artistic Leader approach, supported by Esmée Fairbairn Foundation, testing new structures for artistic programming and leadership that champion grassroots artists and creatives. Our democratic approach, working alongside our Artistic Advisory and Youth Boards sits within this same commitment to exploring different leadership models.

This job description has been created on the assumption of a single Creative Director and CEO and an Executive Director who reports to the Creative Director and CEO. The Executive Director in this model, therefore, has overall responsibility for the commercial, operational and organisational performance of Rich Mix and the Creative Director and CEO is ultimately accountable for the organisation's performance and reports directly to the Board of Trustees who have overall legal responsibility for Rich Mix's future. However, we are also keen to hear from individuals who may have alternate suggestions on how Rich Mix's leadership could be shaped.

You may be a Creative Director candidate with an interest in acting in a Co-CEO capacity with an Executive Director. You may be part of an artistic collective interested in taking on Rich Mix's creative leadership together, or it may be something completely different.

At Rich Mix our priorities are to ensure this extraordinary and impactful organisation has the leadership in place to take it both creatively and commercially into its next 20 years, so if you have alternative ideas and would like to put forward a proposal for a different structure then we would be interested in hearing from you.

Full details on how to submit joint applications or ideas for alternative models in this way can be found at the end of this pack.





CELEBRATING THE PAST AND SHAPING THE FUTURE

Situated proudly within the London Borough of Tower Hamlets, Rich Mix was founded as a direct response to decades of local political and cultural polarisation on our doorstep. We were established as a space where people could gather, create, debate, share art and culture and we remain true to this today. In a changing and challenging world our belief in the power of belonging and of cultural experiences to bring about intercultural understanding remains more important than ever.

As we enter and celebrate our twentieth year, we are excited to embark on a period of transformation to ensure we continue to deliver impact with and for our communities for decades to come. We have recently secured significant capital investment of over £2.4m to support this through a redevelopment project of our home on Bethnal Green Road.

THIS WORK WILL:

- Redevelop our ground floor to improve our connection with our audiences and local communities
- Conduct a series of essential upgrades to ensure sustainability and resilience
- Develop our café, bar, event and exhibition spaces to expand new community engagement programming spaces and income-generating opportunities



OUR COMMUNITIES AND AUDIENCE

At the heart of our organisation are our values: Open, Inclusive, Collaborative, Ambitious and Creative. These, alongside our founding objectives, guide our proactively anti-racist approach, creating culture by, with and for people and communities facing racial inequity - primarily South Asian, Southwest Asian and North African, African, Caribbean and other diasporas.

We are proud of the impact we are continuing to make as a recognised model of community-focus arts centre and cinema which puts diversity at its core. To address the changing economic, social and cultural context in which we live, we are refocusing our vision to ensure that we are able to survive and thrive, and continue to serve the communities of East London and beyond.

A Shoreditch landmark, our five-storey building is a home to our community and offers opportunities to engage in a range of cultural activities from live performance, cinema and creative engagement for communities, alongside affordable workspaces. This diversity is key to our heritage and our future.

GOVERNANCE AND LEADERSHIP STRUCTURE

Rich Mix is a registered charity and member of Arts Council England's National Portfolio.

We are led by a Board of Trustees co-chaired by Sangna Chauhan and Kate McLaughlin; alongside an Artistic Advisory Board and Youth Board. Our Boards bring extensive lived and professional experience to the organisation and oversee our ongoing development and sustainability. At present the Board of Trustees delegate day to day management and oversight of Rich Mix to our Chief Executive Officer. Under the new structure this will be delegated to the Creative Director and Chief Executive Officer who in turn works closely with a wider executive team, made up of a new Executive Director, a Head of Finance, a Head of Operations and a Head of Development.

FINANCIAL OVERVIEW

Rich Mix's average annual income is £2.5m. On average around 80% of our income is generated within our building (ticket sales, bar sales, hires etc), a further 12% from statutory funding via the Arts Council England National Portfolio and the rest from fundraising from Trusts and Foundations, individuals and corporate partnerships.

Full details of our financial overview can be found via the Charity Commission published accounts [here](#).

DIVERSITY, EQUITY, AND INCLUSION

Diversity, Equity and Inclusion sit at the heart of all that we do to continue to fulfil our founding objectives. Our workforce strategy prioritises diversity, particularly in leadership roles. Recognising the need for new leadership models we have piloted and developed our Artistic Leader approach (with support from the Esmée Fairbairn Foundation) to explore new structures for artistic programming and leadership which champions grassroots and marginalised artists and creatives.

Our approach to programming is non-judgmental and seeks to empower communities to shape their cultural narratives, our programming and collaborations celebrate and support Black and Asian cultures, showcases grassroots music and diverse independent filmmakers.

58% of our Board of Trustees are from communities facing racial inequality but we recognise the need for further progress. We developed an Artistic Advisory Board in 2023 to focus on artistic vision and programming, directly informing governance. This board is remunerated to address financial and structural barriers to engaging in governance roles. We continue to develop our thinking and structures to strengthen our approach to equitable governance. We also continue to invest in and develop our Youth Board to ensure grassroots voices shape decision-making.

‘Rich Mix truly does what it says – it welcomes all communities and represents the diversity of East London. No barriers. No pretence. Open. Inclusive.’

Audience Member

AREAS OF RESPONSIBILITY

Creative Vision and Direction

- Using Rich Mix's founding principles and success to date, shape and articulate a compelling vision for Rich Mix's next chapter defining its role within today's East London and beyond
- Lead the development, co-creation and implementation of a distinctive creative strategy across live music, cinema, creative engagement and other cultural activity which balances artistic ambition, community, audience engagement and relevance
- Ensure Rich Mix is ambitious, relevant and connected to the artists, audiences and communities we are used by, with and for

Organisational Leadership

- Lead and inspire the organisation behind a shared vision grounded in Rich Mix's founding principles, creating the conditions for all to do their best work
- Foster a culture that combines creativity, accountability, collaboration, inclusion and care
- Act as the lead contact and relationship manager for Rich Mix's engagement with Arts Council England as a member of the National Portfolio, including overall accountability for reporting and delivering against agreed targets and objectives in line with ACE's strategic priorities
- Ensure the expertise and experience within the organisation is valued, developed and effectively utilised
- Provide direction to the Programme/Artistic team, ensuring clear creative direction and strong day-to-day oversight and hands-on delivery
- Champion equity, diversity and inclusion across Rich Mix's programme, artist opportunities and organisational culture

Programme, Community and Impact

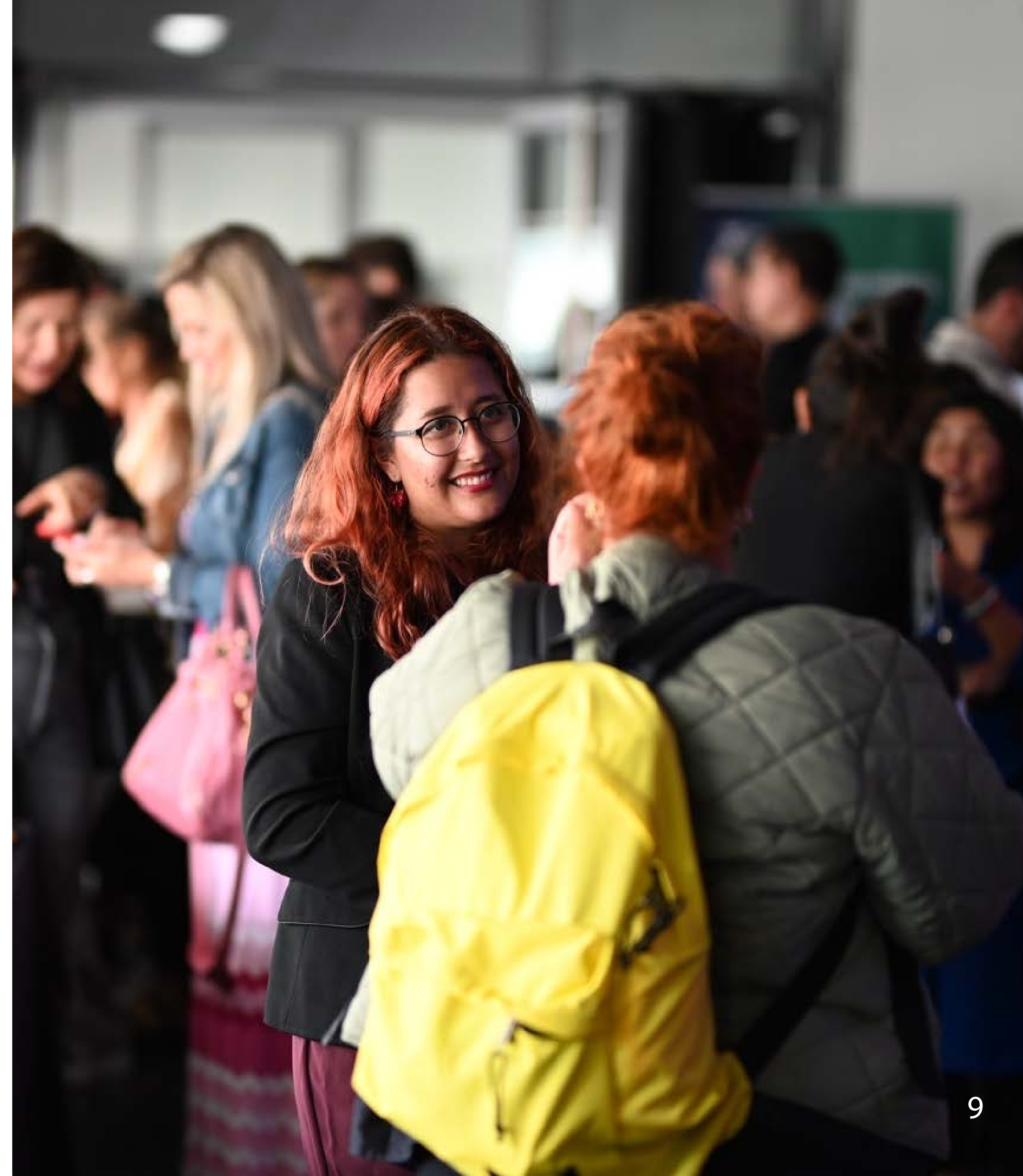
- Lead the organisation's creative programme and ensure it delivers meaningful cultural and social impact
- Ensure creative engagement remains a core and valued part of Rich Mix's contribution to our community and ensure it delivers meaningful cultural and social impact
- Champion artist development, new work and opportunities for emerging creative talent
- Maintain and strengthen Rich Mix's connection to East London and the communities it exists through, with and for
- Maintain and build meaningful relationships with relevant artists, community partners, cultural organisations, funders and civic stakeholders and treat all stakeholders past and present with care and respect
- Work in close partnership with the Executive Director and marketing team to oversee and lead audience development to grow and diversify Rich Mix's audiences across all relevant artforms and activity

Sustainability and Growth

- Be accountable for Rich Mix's overall organisational sustainability, growth and risk ensuring the organisation is able to sustain its impact with and for its communities over the long term whilst ensuring that opportunities, costs and risks are considered and managed
- Work closely with the Executive Director and wider executive team to align creative ambition and impact with organisational capabilities, commercial opportunity and long-term financial sustainability
- Support fundraising alongside the Head of Development; and partnership development and income generation alongside the Executive Director, to enable Rich Mix to achieve its mission
- Provide strategic oversight and accountability for Rich Mix's upcoming capital redevelopment works, working closely with the Executive Director, Client Rep Consultant and relevant leads to ensure the project is delivered on time, within budget and in line with long-term goals

Governance and External Leadership

- Be accountable to the Board for the overall success and ongoing resilience of Rich Mix
- Build strong relationships with the Board as a whole and as individuals to support effective governance
- Report regularly and transparently to the Board on artistic strategy, programme performance, creative risk and overall organisational sustainability and be accountable for all reporting to the board
- Act as the principal public ambassador for Rich Mix, building relationships with artists, audiences, communities, partners and funders
- Strengthen the organisation's profile, influence and partnerships across cultural, civic and funding sectors



‘One thing that Rich Mix is really good at doing, is making sure that those under represented voices are heard and creating spaces for them to come to. I think that’s really important for there to be a hub in this part of London where people who have been here for a long time can feel like they are a part of a community. Rich Mix is a melting pot of culture that typifies London, in a really incredible and unique way, and there are very few venues like it.’

Film Partner

WHAT YOU'LL BRING

Rich Mix's Creative Director and CEO will be someone who believes in Rich Mix's founding principles to foster anti-racism and intercultural understanding through culture and creativity. You will be an inspiring creative leader with a clear vision for how Rich Mix can grow artistically and commercially to provide genuinely transformative opportunities for and with our communities of artists, local residents and stakeholders.

You will be collaborative and curious, open to co-creating a dynamic and ambitious future for Rich Mix which takes inspiration from our founding principles of Intercultural Understanding, Anti-Racism, Equality, Education, Community Integration and Migrant Communities. You will have your own vision for how Rich Mix best delivers in this current time and context. This will be compelling, exciting and rich.

You will have a clear passion for and expertise within at least one of the artforms represented within our programme and will be excited by the opportunity to lead an organisation of significance into the future.

The following page outlines the knowledge, experience, skills and attributes that are needed as our Creative Director and CEO.

We are open to applications from those who may not have experience of all of the below but want to hear from you if you bring a combination of the following and are excited to take on overall accountability for Rich Mix's future and open to working with the Board of Trustees to develop the relevant skills and experiences needed to fulfil the role.



Knowledge and Experience

- A strong creative vision and a demonstrable ability to turn big ideas into reality
- Proven experience of uniting people around a vision and work to co-create creative projects and outputs
- Demonstrable experience leading senior teams, programmes, projects, organisations and/or major partnerships
- Credibility with artists, audiences, communities and/or cultural networks relevant to Rich Mix and its communities
- Experience of and/or a genuine, knowledgeable interest in one or more of Rich Mix's core artforms and areas of activity – live events, cinema, or creative/ community engagement
- Confidence working with budgets, competing priorities and complex decisions and a comfort with engaging critically with financial information to assess performance and / or a willingness to learn and grow
- Experience of effectively leading or collaborating with people who are more experienced than you in some function or capacity including working with or as part of a Board of Trustees
- Experience of developing projects or programmes whilst considering income generating potential (either from fundraising or earned sources)
- An appetite and experience of managing risk and leading change including a comfort with asking challenging questions and thinking critically
- A genuine commitment to equity, diversity and inclusion, and to Rich Mix's connection to its local community
- A working understanding of London's cultural landscape and Rich Mix's role within in
- An understanding of Rich Mix's local political and social context – the London Borough of Tower Hamlets and East London

Skills and Attributes

- The ability to inspire others and bring people with you
- Good judgement and a willingness to take responsibility for outcomes
- Curiosity, humility and a commitment to learning
- Resilience and demonstrable experience of finding a positive way through tough challenges whilst managing competing priorities



TERMS AND CONDITIONS

Reporting to:

Board of Trustees.

Direct Line Report:

Executive Director, Head of Development, Head of Creative Engagement.

Key Relationships:

Head of Finance, Head of Operations, the Programming Team, Board of Trustees, Artistic Advisory board, Youth Board, artists, community, Arts Council England, other funders.

Contract:

Permanent.

Working hours:

This is envisaged as a full time role. Rich Mix's standard office hours are 10am - 6pm Monday to Friday. However, as a year-round community space and arts centre activity takes place outside of these hours and as such work will need to happen on occasion outside of these hours. We are also open to suggested alternative working models from applicants which are in line with the demands of the position.

Location:

Rich Mix, 35 – 47 Bethnal Green Road, E1 6LA.

Salary:

£60,000 - £70,000.

Annual leave:

25 days plus one day for each completed year of service to a maximum of 30 days (plus Bank Holidays observed in England).

Other Benefits:

Statutory Pension contributions, Employee Assistance Programme, Hybrid working (minimum 60% in office according to business needs).

THE RECRUITMENT PROCESS

We are working with **Achates** as our recruitment partner for this role.

If you would like an informal, confidential conversation about this role before applying, please contact Vicki Grace at Achates Recruits on **vicki@achates.org.uk**. These conversations will not influence our selection process.

To apply for the role of Creative Director and CEO at Rich Mix, please send your application to **recruits@achates.org.uk** by 9am on Wednesday 7 October.

Achates will review all applications on our behalf before sharing them with the Rich Mix Board of Trustees for shortlisting.

Applications can be submitted in the following formats:

- A written cover letter of up to 2 sides of A4 outlining your interest in the role, a summary of your vision for Rich Mix and your suitability for the role based on the criteria outlined in this pack
- A video of up to 3 minutes outlining your interest in the role, a summary of your vision for Rich Mix and your suitability for the role based on the criteria outlined in this pack

Please share either of the above along with your CV (no more than 2 sides of A4).

All documents should be sent as email attachments and not within the body of the email.



Joint Applications and Alternative Leadership Models

As noted above we welcome applications from single candidates looking to fill the role as a single Creative Director and CEO or from those looking to propose an alternative leadership model.

This might include (but not be limited to):

- A Creative Director and CEO and an Executive Director wishing to make a joint application
- A Creative Director and Executive Director looking to apply as Co-CEOs
- A collective looking to apply jointly for the Creative Director position
- The ability to build trusted relationships, challenge constructively and work in genuine partnership

If you would like to apply for the role proposing an alternative model then we are excited to hear from you. To do so each candidate involved in the process must submit an individual CV and Cover Letter (or video) answering the questions set out in the process above. Further, please also state in all applications the model you are proposing, its suitability for the future of Rich Mix and why you, as a team, are suitable to take on leadership of the organisation in this way.

If you would like an informal, confidential conversation about the model you would like to propose before applying, please contact Vicki Grace at Achates Recruits on **vicki@achates.org.uk**. These conversations will not influence our selection process.

Closing date for applications – 9am, Wednesday 7 October

First Round Interviews – Wednesday 14 October

Second Round Interviews – Wednesday 21 October

Third Round Interviews – Wednesday 28 October

Final Round Interviews – Friday 30 October

If you require any of this information in an alternative format, then please email: **recruits@achates.org.uk**.

DATA PROTECTION NOTICE

Equal Opportunities Monitoring forms are not shared with the hiring panel and are kept securely and only used for aggregated and anonymised reporting. By applying for this role you consent to Rich Mix processing any personal data you include within your CV and cover letter. All personal data submitted will be processed and stored in accordance with the requirements of the UK Data Protection Act.



RICH MIX

GET IN TOUCH

For more information about the role
please email recruitment@richmix.org.uk

RICHMIX.ORG.UK

   @richmixlondon