



Job Description, General Manager

The role - overview

The General Manager plays a key delivery role for two independent charities, Walled City Music (WCM) and City of Derry International Choir Festival (CoDICF), which is managed by WCM through a Service Level Agreement (SLA). Established in 2013, the role has expanded to cover the running of three festivals, spaced throughout the calendar year. Key responsibilities include delivery of both charities' festivals and their related activities to ensure a high-quality, year-round artistic programme; sustaining the viability of both charities' events through effective marketing, sales and box office management; and working with the Executive Director and Boards of both companies to provide at all times high standards of management and an outward-facing culture of engagement with partners and audiences.

Background Information

Walled City Music was founded in 2009 with the aim of bringing outstanding music performance to Derry and the North-west of Northern Ireland. In the decade since, it has been central to the creation of three festivals and many associated projects, each with a unique profile and audience. E.g.:

Walled City Music Festival. Held annually, this event focuses on classical and contemporary music, in particular chamber works, though it also extends to orchestral music, experimental work, opera, free improvisation and jazz. Many leading international artists and ensembles have performed at the Festival, also giving workshops and masterclasses for students and young performers. Community outreach, developmental programmes for composers and its award-winning work with musicians with a disability have been important elements within the WCMF programme.

City of Derry International Choir Festival (CoDICF). Founded in 2013 in partnership with City of Derry Civic Choirs (now Codetta), this event has grown to become the leading festival of its kind in the UK, with a burgeoning international reputation and more than 3,000 singers and 20,000 audience taking part each year. Hosting annually around 100 local and visiting choirs, the festival is a unique mix of concerts, competitions, workshops and community-based events that bring the city alive with song. Visiting artists have included many of the world's leading professional choirs and a capella groups, whilst the event's international competition has drawn choirs from 30 countries and five continents to participate. Applicants should be aware that as the largest single programme in the organisation's portfolio, the majority of their time will be allocated to this festival.

WCM International Academy. First held in 2019, this eight-day residential event, hosted in partnership with Ulster University, provides an opportunity for talented young piano students to engage with a faculty of leading international tutors in a programme of workshops, one-on-one tuition, concerts, school visits, and a competition.

In addition to its three festivals, WCM promotes a flexible annual programme of tours, commissions, workshops and special projects, working in collaboration with a range of local and national partners.

The General Manager works as part of a small core team within an ambitious and innovative organisation that is looking continually to grow and develop in new directions. More information can be found at www.walledcitymusic.com; www.derrychoirfest.com.

Key responsibilities

Administration & event management

- Ensure that all administration, organisational and logistical planning relating to the efficient running of WCM/CoDICF, its activities, events and office is carried out
- Liaise with venues, artists and suppliers, ensuring smooth relationships with all parties and negotiating on behalf of WCM/CoDICF where appropriate
- Work with the Executive Director on the annual recruitment process for choirs to participate in CoDICF, including direct liaison with choir leaders and conductors, also initiating fresh contacts and engaging with groups new to the festival, encouraging them to take part
- Provide administrative support to the Executive Director, and where required, the Boards and Board committees of WCM/CoDICF
- Supervise and schedule the work of support staff and volunteers, train and monitor progress.

Marketing and audience development

- Oversee the production of programmes, posters, billboard display, events guide, letterhead, advertisements etc.
- Organise press launches and prepare related press releases
- Ensure the effective promotion of WCM/CoDICF by way of publicity, poster displays, press/PR and social media channels (Facebook, X, Instagram, YouTube)
- Oversee the operation of box office for CoDICF and WCM events
- Management and maintenance of the WCM and CoDICF websites
- Revise, maintain and update the WCM/CoDICF e-lists and databases
- To be proactive in the development of strategies to increase audiences.

External relations

- Represent WCM and CoDICF at events and meetings with funders, stakeholders and interested parties, as required
- Manage and sustain good relationships with funders, stakeholders and donors
- Prepare presentations related to the operation of WCM and CoDICF, as required
- Provide an advice and information service to all enquiries received about WCM/CoDICF.

General duties

- To be an active and creative contributor to the development of the new ideas for WCM/CoDICF and its audiences
- To be an active and positive advocate for WCM/CoDICF
- To provide excellent customer service in dealings with the public, the performing community, music industry and suppliers
- To contribute to the development of a professional working and learning environment within WCM/CoDICF

- To undertake any other duties which may from time to time, be assigned by the Executive Director or WCM/CoDICF Boards.

Person specification

Key skills and knowledge

- Knowledge of classical, contemporary and choral music, its performers, composers, promoters and supporters
- Highly organised administrator
- Experience of marketing and publicity/PR
- Production, event and project management/delivery in a range of contexts
- Volunteer management and motivation
- Concert promotion, including legal/statutory requirements relating to events and working within budgets
- Able to deal with conflicting priorities
- Good communicator and presenter at all levels
- Team player
- Ability to take high levels of delegated authority and operate within agreed parameters
- Partnership working

Qualities

- Enthusiasm for classical, contemporary and choral music and for keeping personal knowledge of that music up-to-date
- A 'can-do' attitude to working across different contexts and with a range of different partners
- Commitment to innovative delivery across a range of platforms and new media
- Open minded, flexible, prepared to adopt different ways of working as required
- Committed to quality.

Terms and conditions

Contract: Permanent contract
 Reports to: Executive Director, Walled City Music
 Salary: £28,000 per annum
 Holiday: 20 days plus Bank Holidays
 Hours: Full-time, Monday-Friday, with some requirements for weekend and evening working during Festivals and occasionally at other times.
 Place of work: Derry/Londonderry, with the option for some home-working
 Notice period: 3 months

September 2025