

The Cyfarthfa Foundation

Project Director | Job description

The Cyfarthfa Plan

The Cyfarthfa Foundation has been established to take forward an ambitious plan to transform Cyfarthfa Castle – a museum and gallery - and 100ha of surrounding parkland into a cultural centre and visitor attraction of national significance in Merthyr Tydfil in south Wales. Cyfarthfa and other ironworks in the town made it a crucible of the industrial revolution in the 19th century.

A consultant team led by Ian Ritchie Architects completed The Cyfarthfa Plan - a masterplan for the project - in December 2020. This has received widespread endorsement both locally and nationally. It sets out a compelling vision for the implementation of a large number of projects across the 100ha park over a 20-year planning period under three themes: history and heritage, the natural environment and creativity. Together they are also intended to generate social renewal in the area.

The plan proposes a diverse range of projects within the 100ha Cyfarthfa Park including: major landscape enhancement and infrastructure proposals; works to stabilise and secure the 266-year old Cyfarthfa Iron furnaces, a scheduled ancient monument; extensive works to conserve and repurpose the Grade I listed Cyfarthfa Castle as an international quality museum; conservation and repurposing of a number of other historic buildings and structures across Cyfarthfa Park; the construction of new buildings and visitor attractions.

Job description

The Cyfarthfa Foundation wishes to appoint a Project Director to lead the development phase of the Cyfarthfa Plan, reporting to the Board and working alongside a multidisciplinary team of consultants, as well as in close collaboration with Merthyr Tydfil Council. This development phase of the work will involve:

- i) Setting up the team, policies and business plan for the new Foundation
- ii) Developing consultancy and design briefs that secure the multidisciplinary team needed to support the translation of the masterplan's ambitious goals into a detailed, deliverable and prioritised plan and series of projects that will realise the established vision and business plan goals.
- iii) Establishing a fundraising strategy and developing relationships and partnership-building with funders and sponsors to secure significant the development funding needed to build on the seed funding received from Welsh Government.
- iv) Work with community and commercial partners to develop a series of activation projects that will generate excitement, charitable benefit and revenue for the Foundation in 2022 & 2023.
- v) Adopting a creative approach to realising the aims of the Welsh Government's Wellbeing of Future Generations Act
- vi) laying the basis for long term community engagement and an events programme

The Project Director will demonstrate experience in managing projects of scale and quality, be comfortable working in a start-up environment and be able to demonstrate experience of extensive community engagement, as well as an understanding of and empathy with the ambitions of the Cyfarthfa Foundation as set out in the Cyfarthfa Plan. The Foundation will also look for a commitment to high quality design in all aspects of the project.

The scope of work is expected to undergo significant change from initial business planning and set-up of the Foundation, through design development, fundraising, procurement and

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construction of multiple projects transitioning to operation of the estate as a high quality visitor attraction.

Proven ability and experience in some of the following - for comparable organisations or projects - would be highly valued:

- Self-motivated and charismatic leader able to think strategically, to work effectively with the board of trustees and to represent the Foundation to government, local and national stakeholders and the media.
- Confident fundraiser and business planner with an ability to build and secure significant funding for an ambitious, new and high-profile charity.
- Able to establish a clear vision and strategic direction and to devise, plan, and commission a related programme of work across multiple projects on time and on budget.
- Experience of one or more of the following: establishing or running visitor attractions, museums and galleries and public events; leadership of charities; commissioning, briefing and working with design teams; and fundraising for significant operational and capital expenditure.
- Ability to create or commission an events/education programme that will generate a sense of engagement within and beyond the local community.

Ability to speak Welsh would be welcomed but is not a condition of appointment.

Reporting line

The Project Director will report to the board of the Foundation, via its Chair.

Nature of contract

To be negotiated

Remuneration

c.£75-80k

Applications with a CV should be sent to gtalfan@cyfarthfafoundation.wales by

1200 Monday, 24 January 2022.