



ARTS BUSINESS DEVELOPMENT MANAGER

reCrUitment PACK



WELCOME



Thank you for your interest in joining Fflamingo CIC and House of Deviant.

We are a bold, inclusive and rapidly growing creative organisation working at the intersection of arts, social change, and joy. From pioneering performances to creative leadership opportunities for learning-disabled artists, everything we do is grounded in our belief that creativity belongs to everyone.

At Fflamingo CIC, we are proud to be creating radical new spaces for learning-disabled, neurodivergent and LGBTQIA+ artists to thrive. Our flagship project, House of Deviant – Wales' first learning-disabled drag troupe – has captured imaginations with its boundary-breaking performances and vibrant, unapologetic celebration of difference.

We are at a pivotal moment in our journey: a small but growing organisation with national ambition and deep community roots. Having established a strong creative reputation, we are now ready to build the infrastructure that will sustain and expand our impact for years to come. Thanks to funding from the People's Postcode Lottery and Arts Council Wales, we are looking to expand our team as we grow.

That's where you come in.

We are seeking an ambitious, imaginative and values-led Arts Business Development Manager to work closely with our leadership team and play a central role in shaping our next chapter. You will help us strengthen our business foundations, develop new partnerships, unlock new income streams, and ensure our creative work can flourish with stability, equity and vision.

This is a rare opportunity to make a real difference in a young organisation where your ideas, skills and passion will directly influence our future. If you are excited by innovation, community-driven art, and creating change through creativity, we would love to hear from you.

This pack contains all the information you need - a bit about us, and the role, and some information about how to apply! We're a super friendly team, so if you have any questions, please don't hesitate to reach out - iheartfflamingo@gmail.com

We look forward to hearing from you!

Warm wishes,

The Fflamingo Team



ABOUT FFLAMINGO

At Fflamingo CIC we are a vibrant community that nurtures and champions LGBTQ+ artists, providing a safe and supportive space for them to thrive creatively. Our mission is to amplify the voices of LGBTQ+ individuals, sharing their unique stories with the world through the arts.

We offer a platform where LGBTQ+ artists can explore their identities, express their truths and reflect the rich tapestry of queer experiences. Through our work, we aim to challenge stereotypes, break down barriers, and foster understanding and empathy.

Our company is committed to inclusivity and diversity, ensuring that artists from all backgrounds within the LGBTQ+ spectrum have the opportunity to build and demonstrate their talents. We provide mentorship, resources, and a supportive network to help artists develop their craft, refine their skills, and navigate the complexities of the industry.

Collaboration is at the heart of what we do. We partner with many artists and art forms to create dynamic and engaging projects that resonate with audiences of all backgrounds. By promoting dialogue and understanding through storytelling, we aim to inspire change, spark conversations, and foster a more inclusive society.



WE WANT TO
CREATE

AN ENVIRONMENT IN WHICH

LGBTQ+ ARTISTS

& UNUNDERREPRESENTED VOICES CAN

FLOURISH

OUR STORY SO FAR

OUR VISION

We want to create an environment in which LGBTQ+ artists and underrepresented voices can flourish.

OUR MISSION

We will do this by providing creative support, training, and producing queer performance and community based work.

We want to work in a way that genuinely promotes diversity, access and inclusion whilst increasing the visibility of LGBTQ+ and underrepresented voices and centering intersectionality.

OUR PURPOSE

We believe every voice has a right to be heard and listened to, and feels safe to do so. It is our purpose to help ensure this happens. We champion the voices of LGBTQ+ artists by providing the support, skills and platform in which to do so.

2019
Crab Love is Crab Love
(Silent Movie)

2021
House of Deviant's first in
person show - Gig Buddies
Bingo Night Oct 2021

2023
Ffabinogion: Straeon
Cymraeg Mewn Drag,
Eisteddfod Genedlaethol

House of Deviant Ffyrnig
Project

House of Deviant shows at
Riverfront Theatre and WMC

2025
YOU?

2018
Gaesops Fables - Queer
Retellings of Aesops Fables
(Made in Roath)

2020
Ffabulous Online
& House of Deviant Pilot

2022
ZING/Mixology at Queer
Fringe Festival, Cardiff

House of Deviant shows at
Riverfront Theatre

House of Deviant with Drag
Syndrome at Unity Festival

Fflamingo CIC Incorporates

2024
Untied show Unity Festival

House of Deviant Ffablas
Project

'Spack the musical' work
begins

Winner Inclusion and Diversity
Wales Awards 2024



OUR VALUES

FFIERCE INTEGRITY IMPACTFUL FFABULOUS

And we are F**king Ffabulous

We make a difference

We are honest & trustworthy

We are **Brave**



ARTS BUSINESS DEVELOPMENT MANAGER

Location: Hybrid – Wales-based preferred (remote working mainly with some in person when needed)

Contract: Freelance for 10 months (subject to a 3 month agreement review)

Fee: £20,000

Hours: 2.5 days per week (approx.. 10 days a month)

Start Date: ASAP

Reports to: Creative Director / board of directors

Job Description

The Arts Business Development Manager will play a leading role in shaping and delivering the growth strategy for Fflamingo CIC and House of Deviant. Working closely with our Creative Director, producers, artists and collaborators, you will lead on income generation, develop sustainable business models, and expand our reach and partnerships across the UK and beyond.

This is a hybrid role, blending strategic planning with hands-on delivery. We are looking for a creative thinker and relationship builder – someone who can spot opportunities, write compelling proposals, and work collaboratively with others to build a more inclusive cultural sector.

Core Areas of Responsibility

1. Strategic Development & Planning

- Lead the development and delivery of a business development plan aligned with our values and ambitions.
- Identify new opportunities for organisational growth, including earned income streams, consultancy, franchising and licensing models.
- Research trends and innovation across the creative, social enterprise and inclusive arts sectors.
- Work with the Director and Board to model and monitor business risks, income targets and impact outcomes.

2. Income Generation

- Write and manage funding applications to arts councils, trusts, foundations and public bodies.
- Identify and secure ethical sponsorships and commercial partnerships.
- Build earned income through bookings, commissions, workshops, consultancy and retail (e.g. merchandise, training toolkits).
- Monitor, report and evaluate income performance using simple, accessible systems.

3. Relationship & Partnership Management

- Cultivate meaningful relationships with venues, funders, producers, social care providers, commissioners, and networks.
- Represent Fflamingo CIC and House of Deviant at events, funder meetings, showcases and sector gatherings.
- Develop engagement strategies for public and private sector audiences, including Local Authorities, NHS Trusts, universities, and charities.
- Lead negotiations and agreements for business and programme partnerships.

4. Marketing, PR & Communications (in partnership with our social media manager)

- Shape and support targeted campaigns to raise visibility with commissioners, funders and decision-makers.
- Develop pitch decks, case studies, press packs and business-facing brand materials.
- Contribute to website content, social media, newsletters and visual assets that reflect our unique voice and identity.
- Use analytics and insights to evaluate reach and engagement across business development comms.
- Management responsibility for our freelance social media manager, working with them to strategise and plan marketing activities and concepts
- Liaise with venue marketing departments to help form strategies for marketing productions

5. Internal Development & Organisational Support

- Help improve systems and workflows related to sales, pitching, evaluation, and reporting.
- Work collaboratively with our creative and operational teams to ensure all business activity is ethical, accessible and aligned with our values.
- Provide mentoring or training (where appropriate) to support student placements, emerging producers and artists in business thinking.
- Contribute to staff meetings, planning sessions and board reporting.

Person Specification: Arts Business Development Manager

We're looking for someone who combines strategic thinking, creativity, and a passion for social justice. This person will thrive in a collaborative, inclusive environment and bring experience in income generation, relationship-building, and business development in a values-driven arts or social enterprise setting.

Essential Criteria

1. Experience & Track Record

- **Business Development:** Minimum 3 years' experience in a relevant business development, fundraising, or partnerships role within the arts, culture, charity or social enterprise sectors.
- **Income Generation:** Demonstrated success in securing funding from public bodies (e.g. Arts Council, National Lottery), trusts and foundations, or commercial sponsors.
- **Client/Stakeholder Management:** Proven experience in managing external partnerships, sponsorship relationships, or service contracts to successful outcomes.

2. Knowledge & Skills

- **Strategic Thinking:** Ability to develop and implement medium to long-term business strategies that align with organisational goals.
- **Financial Acumen:** Strong understanding of budgeting, forecasting and income tracking, including use of tools like Excel or cloud accounting platforms.
- **Communications:** Outstanding verbal and written communication skills, including the ability to write persuasive proposals, reports, and pitch materials.
- **Marketing Literacy:** Understanding of audience development and brand awareness strategies, particularly for values-led creative organisations.
- **Digital Tools:** Confident using digital platforms such as CRMs, Google Workspace, Microsoft Office, and social media for business purposes.

3. Values & Behaviours

- **Equity-Focused:** Commitment to accessibility, anti-ableism and inclusive practice in all aspects of work.
- **Collaborative Spirit:** Enjoys working in cross-functional teams, values co-creation, and listens well to community and creative voices.
- **Self-Directed:** Highly organised and able to manage their own time, projects and targets with limited supervision.
- **Resilient & Adaptive:** Comfortable working in a fast-paced, evolving organisation and finding creative solutions under pressure.
- **Mission-Driven:** Genuinely passionate about using the arts for positive social change.

Desirable Criteria

- **Knowledge of Funding in Wales:** Familiarity with Welsh funders, cultural infrastructure, and commissioning bodies.
- **Inclusive Arts Experience:** Experience working with learning-disabled or neurodivergent artists and communities.
- **LGBTQIA+ Awareness:** Knowledge or lived experience of queer communities and cultural practices, especially drag and cabaret.
- **Accessible Communications:** Experience in creating or commissioning accessible content (Easy Read, plain language, subtitled video, etc.).
- **Welsh Language Skills:** Ability to work bilingually in Welsh and English is a plus, but not required.

Lived Experience

We actively encourage applications from people with lived experience of disability, neurodivergence, racism, transphobia, economic injustice or other forms of structural marginalisation. We believe that diverse perspectives make us stronger and enrich our work.

What We Offer

- A flexible, inclusive and supportive working environment.
- Opportunities for training, development and career growth.
- Hybrid working options.
- A chance to help shape the future of one of Wales' most distinctive creative voices.

Recruitment timeline:

Open Evening (optional): Come and meet us and the Queens from House of Deviant on **Tuesday 13th May** at WMC Cabaret bar in Cardiff Bay from 6.30 - 8pm. You will have a chance to see what we do and ask any questions you may have about the role. If you are planning on attending please email iheartfflamingo@gmail.com to confirm (please note the 2 ffs!).

Application deadline: Friday 30th May

Shortlisting: W/C Monday 2nd June 2025

Informal Interviews: W/C Monday 16th June 2025

How to Apply

To apply, please submit:

1. Your CV
2. A cover letter or video (no longer than 2 sides of A4) /audio statement (no longer than 5 minutes), telling us:
 - Why this role excites you
 - What experience you bring
 - What you'd like to achieve with us

Please send your application to: iheartfflamingo@gmail.com (please note the double fl!).

Deadline: Friday 30th May 2025

If you need any access support or adjustments during the application process, or would prefer to apply in a different format, please contact us at iheartfflamingo@gmail.com

**WE CANT WAIT
TO MEET YOU!**

