



Mwldan

Chief Executive &
Creative Director

Application Pack

A photograph of the exterior of an Mwldan building. The facade is clad in vertical light-colored wood slats. A prominent feature is the 'mwldan' brand name in large, black, three-dimensional letters, each filled with numerous small, round, white lights. The building has a dark stone chimney on the left side. Below the sign, there are large glass windows reflecting the sky and surrounding environment.

mwldan

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1/ Chair's Introduction

Thank you for your interest in becoming the next Chief Executive & Creative Director of Theatr Mwldan. This is an important and exciting moment for our organisation, our town and our wider community.

For more than four decades, Mwldan has been at the heart of cultural life in Cardigan and west Wales. It is a place where communities gather, where Welsh language and culture are celebrated, where audiences encounter work from Wales and around the world, and where creativity is woven into everyday life.

As we look ahead, we are seeking a leader who can honour Mwldan's history whilst helping shape its next chapter - someone with imagination, resilience and strategic clarity, and with a genuine belief in the role that culture can play in sustaining communities and creating opportunity.

This role combines organisational leadership with creative vision. It requires someone equally comfortable with artists, audiences, funders, staff, trustees and community partners. We are looking for a leader who understands the realities of running a complex independent venue, but who also sees the possibilities that come from being rooted in a distinctive place.

We hope you decide to apply and look forward to receiving your application.

Jude Jones

Chair, Mwldan



2/ About Mwldan

Mwldan is a multi-artform performing arts centre located in the small market town of Cardigan - also known as Aberteifi in the Welsh language - on the west coast of Wales. Serving a town population of around 4,300 and a wider catchment of approximately 45,000 people within a 60-minute drive time, Mwldan presents a year-round programme of professional and community performing arts alongside an extensive cinema programme ranging from mainstream to arthouse and event cinema screenings.

Alongside its live and cinema activity across three auditoria and four studio spaces, Mwldan also hosts a wide range of participatory and community activity. Over more than four decades, the organisation has developed a reputation for artistic quality, ambitious programming and deep local connection.

A Company Limited by Guarantee and Registered Charity, Mwldan has an annual turnover of approximately £1.7 million and employs a staff team of 25, governed by a voluntary Board of Trustees. Following a major £7 million redevelopment between 2002–2004, the organisation significantly expanded both its facilities and artistic programme.

In addition to its venue-based work, Mwldan has developed a substantial track record in production and touring, producing more than 60 touring projects and delivering over 1,200 performances to audiences nationally and internationally.

Culture and language are central to life in Cardigan and the surrounding area, reflected in annual paid admissions to Mwldan of approximately 70,000 each year.





Nadine Shah, Other Voices Cardigan 2024 @Johnny Savage



3/ Cardigan & West Wales

Cardigan is one of the most distinctive small towns in Wales: creative, independent, bilingual and closely connected to its surrounding landscape and communities. Situated on the River Teifi close to the coast, the town combines cultural energy with access to extraordinary natural beauty.

The area has a growing reputation as a destination for culture, food, music and independent business, whilst retaining a strong sense of community and Welsh identity. The surrounding coastline, beaches and rural landscape contribute significantly to the quality of life and visitor economy.

Recent national media attention has highlighted Cardigan as one of the UK's most appealing seaside towns and a place with a distinctive cultural character and strong creative spirit.

Average house price is £239,722, which is 14% higher than the average for Wales, reflecting its coastal appeal, but 18% lower than the average for England. According to Zoopla, the majority of properties sold in Cardigan during the last year were terraced properties, selling for an average price of £177,600. Detached properties sold for an average of £335,833, with semi-detached properties fetching £209,250.

The surrounding area is rural and agricultural, with a dispersed population and strong sense of local identity. The nearby Pembrokeshire Coast National Park, including Poppit Sands and the north Pembrokeshire coastline, contributes to the area's exceptional natural environment and growing visitor economy.



4/ The Opportunity

This appointment comes at a significant moment in Mwldan's development, following a long period of stable leadership and against a backdrop of wider change across the arts, cinema and cultural sectors.

The organisation's strengths include its trusted reputation, loyal audiences, strong programming, independence, committed staff team and its role as a cultural anchor for the region.



Priorities for the incoming Chief Executive & Creative Director include:

- Maintaining artistic quality and audience trust
- Developing younger audiences and broadening participation
- Supporting staff wellbeing, succession planning and organisational resilience
- Balancing community access with financial sustainability
- Exploring new commercial, partnership and fundraising opportunities
- Strengthening the organisation's role within Welsh cultural life and regional development

The next Chief Executive & Creative Director will help shape how Mwldan responds to sector challenges whilst remaining ambitious, welcoming and artistically distinctive.



5/ Operations, Building & Resources

Mwldan operates from a distinctive multi-space arts and cinema complex developed through a major £7 million capital redevelopment completed in 2004, transforming a former abattoir site into one of Wales' leading rural arts centres.

The building now includes three auditoria: Mwldan 1, a 146-seat dedicated cinema space; Mwldan 2, a flexible 249-seat auditorium with full stage, lighting and sound facilities suitable for theatre, dance, comedy, music and cinema; and Mwldan 3, an intimate 101-seat cinema space opened in 2012. Alongside the auditoria, the organisation operates a gallery and social space used for community activity, talks, performances and participatory events.

Additional studio and rehearsal facilities are located in neighbouring buildings and include flexible rehearsal, meeting and workshop spaces supporting classes, artist development, community activity and commercial hires. The organisation also benefits from improved front-of-house and social spaces which increasingly support informal gatherings, community events and audience development activity.



Mwldan 1





Mwldan 2



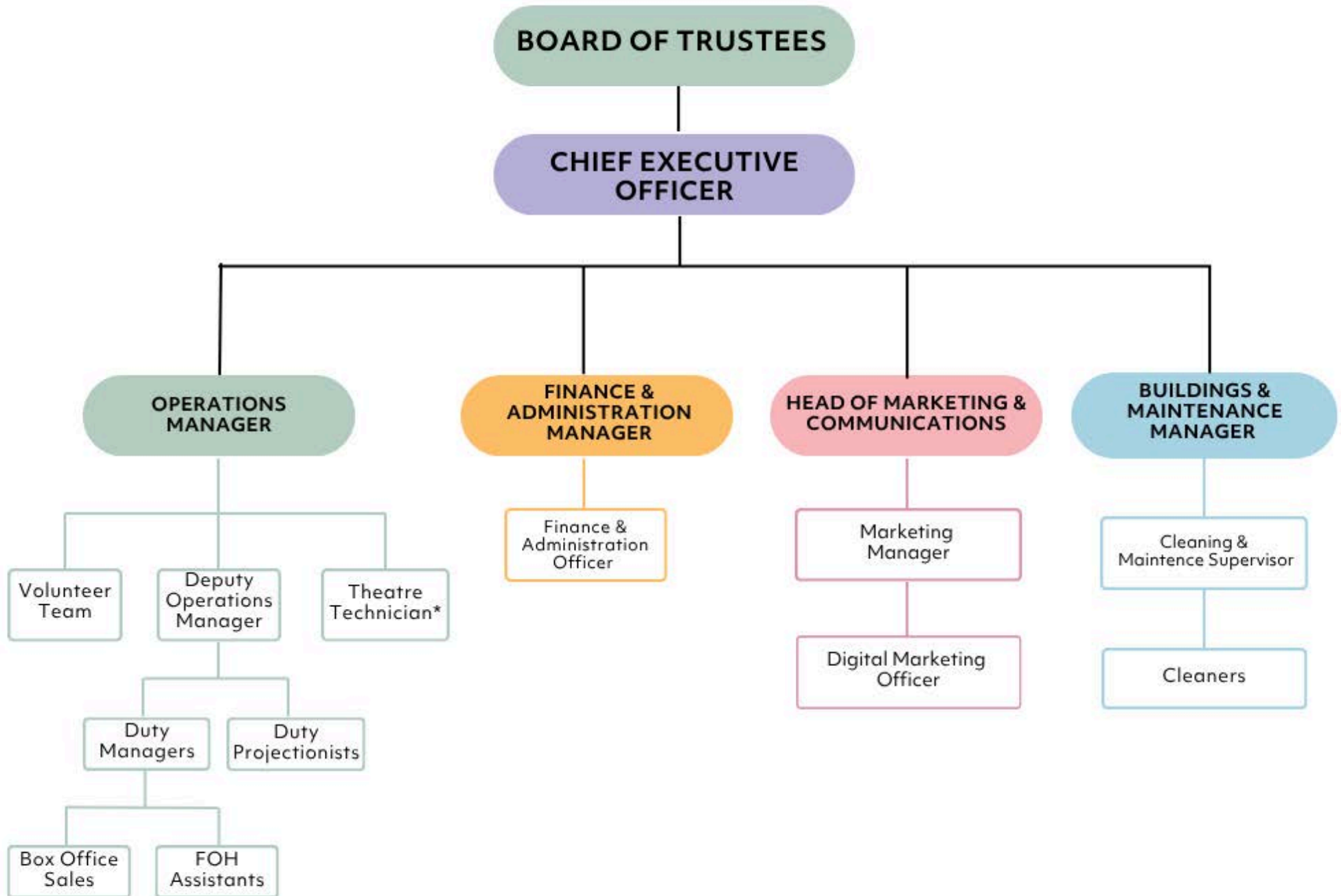
Mwldan 3

The building itself reflects Mwldan's history: community-built, continually adapted and ambitious in scale for a rural town. It combines professional technical capability with a welcoming and informal atmosphere, and remains central to Cardigan's cultural and civic life.

Mwldan operates with a skilled and committed staff team across programming, cinema, operations, technical delivery, marketing, customer service and administration.

The organisation combines long-standing experience with a collaborative and adaptable working culture. Many staff have deep relationships with local communities, audiences and artists, contributing to Mwldan's reputation for warmth, consistency and care.









6/ The Role

The Chief Executive & Creative Director will lead Mwldan through its next phase of artistic, organisational and civic development. This is a role for an ambitious and collaborative leader who understands the power of culture in shaping communities and place, and who can balance creative vision with strong operational and financial leadership.

Reporting to the Board of Trustees, the postholder will oversee all aspects of the organisation's activity - from programming and audience development to partnerships, fundraising, staff leadership and long-term sustainability - ensuring Mwldan continues to thrive as a nationally respected cultural organisation rooted in west Wales.



She Stoops To Conquer, a Mappa Mundi / Mwldan / Torch Theatre Co-Production, 2008



7/ Job Description

Responsible to: Board of Trustees, Mwldan

Key Responsibilities

- To provide strategic and organisational leadership across all areas of the Mwldan Group's work, including Mwldan and its subsidiary company, Theatr Mwldan Media Developments Ltd, ensuring the organisation remains artistically ambitious, financially resilient and rooted in its community.
- To provide artistic leadership for Mwldan's live performance and cinema programmes, shaping a distinctive, high-quality and financially sustainable offer that reflects the organisation's values, audiences and sense of place.
- To work closely with the Board of Trustees to ensure the organisation fulfils its charitable objectives, regulatory responsibilities and commitments to funders and stakeholders.
- To work with the Board of Trustees to develop and deliver a clear strategic vision for the Mwldan Group, ensuring this is embedded across the organisation through business planning, operational delivery and effective internal communication.
- To lead the organisation with clarity and care through periods of change, supporting organisational resilience, staff wellbeing and long-term sustainability.
- To build and maintain strong relationships with key funders, public bodies and sector partners, including Arts Council of Wales, leading on reporting, funding applications and strategic advocacy for the organisation.
- To act as a visible and credible public representative for Mwldan, championing the organisation locally, nationally and internationally, and leading its external profile, partnerships and strategic communications.
- To oversee effective organisational compliance across all areas of Mwldan's operations, ensuring appropriate policies, procedures and licensing requirements are in place and regularly reviewed, including Health & Safety, Safeguarding and Data Protection.



Specific Responsibilities

People

- To provide clear, supportive and inclusive leadership for staff and volunteers, fostering a positive organisational culture aligned with Mwldan's values and ambitions.
- To lead and support the Senior Management Team, encouraging collaboration, accountability and professional development across the organisation.
- To ensure effective communication across the organisation, building trust, shared purpose and strong working relationships amongst staff and volunteers.
- To oversee recruitment, workforce planning and succession planning, helping build a resilient and sustainable organisation for the future.



Volunteers at St Mary's Church, Other Voices Cardigan 2025





Creative

- To lead the artistic vision and programming of Mwldan's live performance and cinema activity, shaping a distinctive, high-quality and financially sustainable programme across a range of artforms.
- To develop a balanced and engaging film programme that combines mainstream, independent and specialist cinema, building audiences whilst supporting the organisation's wider artistic and commercial objectives.
- To identify and develop new creative projects, partnerships and opportunities that broaden Mwldan's artistic and cultural offer and strengthen its role within contemporary Welsh cultural life.



Community

- To build and sustain strong relationships with community partners, audiences, artists, schools, local organisations and commercial users, ensuring Mwldan remains welcoming, relevant and connected to the communities it serves.
- To champion access, participation and inclusion across Mwldan's activities, balancing community value with the organisation's long-term sustainability.
- To support and encourage creative participation and collaboration across the region, helping individuals and organisations engage with Mwldan's spaces, programmes and opportunities.
- To play an active leadership role in the cultural life of Cardigan and West Wales, contributing to the development of the region as a vibrant creative and cultural place.

Finance & Fundraising

- To lead the financial management and long-term sustainability of the Mwldan Group, ensuring resources are managed effectively and responsibly in support of the organisation's artistic and civic ambitions.
- To identify and secure a broad range of income streams, including public funding, trusts and foundations, philanthropy, sponsorship and commercial partnerships.
- To lead the development of funding applications, business cases and strategic investment opportunities that support the organisation's future growth and resilience.
- To explore and develop new partnerships, programmes and income-generating opportunities that strengthen Mwldan's financial resilience whilst remaining aligned with its values and mission.
- To balance creative ambition with sound financial planning and sustainable organisational management.



Governance

- To work closely with the Board of Trustees, providing clear and timely reporting on organisational performance, strategy, finance and risk, and supporting effective governance and decision-making.
- To oversee effective risk management across the organisation, ensuring appropriate systems, controls and mitigations are in place.
- To ensure the organisation meets all financial, legal and regulatory obligations, including statutory reporting, audit and compliance requirements.
- To support the ongoing development and effectiveness of the Mwldan Group's governance, working collaboratively with the Board and Senior Management Team.



7/ Person Specification

We are looking for an ambitious, collaborative and culturally engaged leader with the experience and judgement to guide Mwldan through its next phase of artistic and organisational development. The successful candidate will bring a combination of creative vision, strategic leadership and operational confidence, alongside a strong belief in the role culture can play in sustaining communities and shaping place.



Knowledge & Experience

- A strong track record in arts, cultural or venue leadership, ideally within a multi-artform environment encompassing live performance and cinema.
- Leadership of complex organisations, programmes or venues, with responsibility for strategy, people, operations and financial sustainability.
- Team leadership and people management, including creating positive organisational cultures and supporting staff and volunteer development.
- Financial management, budgeting and income generation, including public funding, fundraising, partnerships and philanthropy.
- Strategic planning and organisational development, including leading through change, transition or growth.
- Oversight of operational areas including Health & Safety, Safeguarding, compliance and venue operations.
- Knowledge of the cultural sector in Wales and the wider opportunities and challenges facing arts and community organisations.
- Working with artists, creative teams and producing and/or presenting live performance and moving image work.
- Building partnerships and relationships with funders, stakeholders, contractors and community organisations.





Catrin Finch and Aoife Ní Bhriin 2021 - present, a Mwldan Production

Skills & Attributes

- An inclusive and supportive leadership style, with the ability to inspire and motivate staff, volunteers and partners.
- Excellent communication and relationship-building skills, with confidence engaging a wide range of audiences and stakeholders.
- Strong strategic and organisational skills, with the ability to balance creative ambition with operational and financial sustainability.
- Financial and commercial awareness, alongside sound judgement and decision-making.
- Resilient, emotionally intelligent and adaptable, with a collaborative and proactive approach.
- A genuine commitment to culture, community engagement and the role of the arts in public life.





Welsh Culture & Language

- Mwldan is rooted in the cultural life and bilingual identity of Cardigan and West Wales. We are looking for someone who holds an authentic interest in and passion for Welsh culture and language, and who can articulate and champion this locally, nationally and internationally.
- We work in both English and Welsh. Fluency in Welsh, both written and spoken, is desirable but not essential for this role. More important is curiosity, cultural awareness and respect, alongside a commitment to playing an active part in Wales' creative future. Support will be provided to help the successful candidate develop their Welsh language skills and confidence over time.



Terms of Appointment

Salary: £55,000 - 60,000

Contract: Permanent, full-Time

Hours: 37.5 hrs per week

Due to the company's operations, working hours can be varied and unsocial. The person appointed will be expected to carry out weekend and evening work as part of your usual schedule.

Probation: 6 months

Place of Work:

Mwldan, Bath House Road, Aberteifi / Cardigan,
Ceredigion SA43 1JY

Travel: The work is office-based but may involve off-site meetings. There is some travel involved both locally and nationally, which may include some overnight stays.

Employee Benefits

Annual leave entitlement for the CEO role is 25 days per year, plus bank holidays. Bank holidays do not need to be taken on the designated public holiday dates and can instead be taken at another time by agreement.

The role is based on a 37.5-hour working week. Given the nature of senior leadership responsibilities, the organisation operates a Time Off in Lieu (TOIL) system to recognise occasions where additional hours are required.

The organisation offers access to the NEST Pension Scheme. Participation is voluntary and opt-in. The employer contributes 3%, with employees contributing a minimum of 5%, although higher employee contributions can be made if desired.

Employees are entitled to 6 weeks' full sick pay, followed by 6 weeks' half pay, after which Statutory Sick Pay (SSP) would apply.



How to Apply

Future Arts Centres is acting in a recruitment advisory role to Mwldan on this appointment. If you have any questions or would like to have an informal chat about the opportunity, please contact admin@futureartscentres.org.uk

Please submit a CV and letter (no more than two A4 pages) setting out why you want the job and how your skills and experience meet the job requirements and person specification.

You will also need to complete an equal opportunities monitoring form*, which you can download [here](#).

Please send your application, including your monitoring form, to admin@futureartscentres.org.uk

*The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application.

Deadline for applications: 10 am, Thursday 18th June 2026

Following a shortlisting process, undertaken by the selection panel, successful candidates will be invited to a first-stage online interview, which will take place on **Tuesday, 7th July 2026**.

For candidates taken through to the second stage, in-person interviews will be held at Mwldan on **Thursday, 16th July 2026**.

Please let us know at the point of application if you are not available on these days.

