

Dancing for Well-Being - General Manager Recruitment 2026

Thank you for your interest in joining Dancing for Well-Being. We hope this pack gives you everything you need for your application. There's a lot of information we want to share with you, so we've divided it into the following sections:

About Dancing for Well-Being

Our Values

General Manager Job Description

- **Organisational Structure**
- **Job purpose**
- **Key responsibilities**

Personal Qualities

Person Specification

What we're offering: Terms and Conditions

How to apply

We look forward to receiving your application by 12pm, Wednesday 30th September. Please note, applications may close sooner at the trustees' discretion: you are encouraged to apply as soon as you can.

About Dancing for Well-Being



Dancing for Well-Being (DWB) is a Harrogate based charity that uses accessible, inclusive dance to improve the physical, emotional and social wellbeing of older people and others who may experience barriers to participating in mainstream activity.

Our work is built on the belief that everyone should have opportunities to connect, move, express themselves creatively and experience joy. Through weekly sessions, partnerships and community engagement, we support people to improve mobility, confidence, wellbeing and social connection.

Over recent years, DWB has evolved from a founder-led organisation into an established charity with a skilled staff team, committed volunteers, a growing membership base and strong partnerships across health, community and arts sectors.

Currently DWB runs 12 weekly groups held in various locations in the Harrogate District. There are a team of paid sessional staff and a team of volunteer helpers with an Operations Manager leading on the day-to-day running of the groups. Each session is led by a Group Leader, usually with an Assistant Group Leader, and supported by volunteers who encourage discussion amongst group members over refreshments. Our groups and sessions will help people:

- Maintain or improve mobility, circulation, co-ordination and balance
- Have mental and emotional stimulation
- Release tension and stress, relax and find more ease in mind and body
- Have opportunities for self-expression and creativity
- Feel valued and part of a community and keep or become more socially active
- Have FUN!

Our work is funded by a combination of National Lottery funding which runs to September 2028, supplemented by grants from other trusts/foundations and charges to participants.

Our values

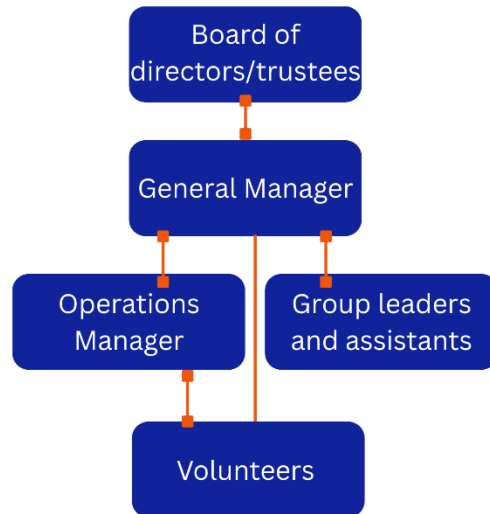
Dancing for Well-Being's values, which underpin everything we do, have been taken from "Really Important Stuff My Dog Has Taught Me" by Cynthia L. Copeland:

- The purpose of our lives is to be happy
- It's about fun, not form
- Joy is meant to be shared
- Even the smallest act of kindness matters
- It's about the legs you DO have
- You're never too old to set another goal or to dream another dream
- Surprise people!



GENERAL MANAGER JOB DESCRIPTION

Responsible to the Board of Trustees. Responsible for all employed staff. See below chart detailing organisational structure:



Job Purpose

The General Manager is the senior operational leader of Dancing for Well-Being.

The role is responsible for leading the charity's day-to-day operations, ensuring financial sustainability, supporting and developing staff, maintaining strong governance and identifying opportunities for growth and increased impact.

Working closely with the Board of Trustees, the General Manager will provide strategic and operational leadership, ensuring that DWB remains financially resilient, well governed and able to deliver high-quality services that improve people's wellbeing.

Key Responsibilities (suggested proportion of time spent on each in brackets)

1. Finance and Income Generation (30%)

This is the highest priority area of the role. The General Manager will:

- Prepare and manage annual budgets and financial forecasts.
- Monitor income, expenditure and cash flow.
- Produce accurate financial reports for Trustees.

- Work closely with external accountants and financial advisers.
- Develop and deliver an income generation strategy.
- Research and secure funding opportunities from trusts, foundations and grant makers.
- Lead the preparation of funding applications and reports.
- Develop new sources of earned income and community fundraising opportunities.
- Build and maintain strong relationships with funders and supporters.
- Set and monitor organisational income targets.

2. People Leadership and Organisational Development (20%)

The General Manager will:

- Lead, motivate and develop the staff team.
- Line manage the Operations Manager and sessional staff, and oversee performance management processes.
- Lead recruitment, induction and onboarding activities.
- Support staff wellbeing and development.
- Conduct appraisal and development reviews.
- Create a positive, inclusive and high-performing organisational culture.
- Review team structure and deployment to maximise organisational effectiveness.
- Lead workforce and succession planning.
- Facilitate regular team meetings and organisational communications.

3. Development of New Work and Strategic Growth (20%)

The General Manager will:

- Identify new opportunities that align with DWB's mission and strategy.
- Build partnerships with health, arts, voluntary sector and community organisations.
- Explore opportunities for service expansion and innovation.
- Develop new projects and programmes that increase impact and income.
- Assess community needs and emerging opportunities.
- Secure resources required to deliver new initiatives.
- Monitor and evaluate project performance and outcomes.

4. Governance, Compliance and Risk Management (20%)

The General Manager will:

- Work closely with the Board of Trustees.
- Prepare reports and papers for Trustee meetings.
- Support Trustees in delivering effective governance.
- Ensure compliance with Charity Commission requirements.
- Maintain organisational policies and procedures.
- Lead safeguarding, health and safety, equality, diversity and inclusion, data protection and other compliance areas.
- Maintain and manage organisational risk registers.
- Ensure appropriate systems and controls are in place.

5. Marketing, Representation and Profile Raising (10%)

The General Manager will:

- Raise awareness of DWB and its impact.
- Build relationships with referrers, funders and strategic partners.
- Represent DWB at meetings, conferences and community events.
- Support marketing, communications and public relations activities.
- Maintain awareness of developments in health, wellbeing, arts and community sectors.
- Promote DWB's reputation and profile across North Yorkshire and beyond.

Personal Qualities

We are looking for someone who is:

- Passionate about improving people's wellbeing.
- Values-led and aligned to DWB's ethos.
- Warm, approachable and emotionally intelligent.
- Proactive and self-motivated.
- Resilient and adaptable.
- Collaborative and supportive.
- Creative and solutions focused.
- Organised and able to work independently.
- Confident representing DWB externally.

Person Specification

Criteria	Essential	Desirable	Assessed By
Senior leadership experience	Significant experience leading teams and organisational performance	Charity CEO/GM experience	Application / Interview
Financial management	Experience managing budgets, cashflow and financial reporting	Charity finance experience	Application / Interview
Income generation	Successful track record securing grants, contracts or other income streams	Experience in creating earned-income opportunities	Application / Interview
Governance	Experience working with Trustees, Boards or governance groups	Charity governance experience	Application / Interview
Strategic development	Experience developing business plans and organisational growth strategies	Experience leading organisational change	Application / Interview
Safeguarding and compliance	A sound understanding of the legal and regulatory requirements relating to the safe operation of charities	Designated safeguarding lead experience, first aid qualification.	Application / Interview
People management	Experience managing staff, performance and development	Coaching or leadership qualifications	Application / Interview
Partnership development	Experience building partnerships and stakeholder relationships	Health, arts or community sector networks	Application / Interview
Communication	Excellent written and verbal communication skills	Public speaking/media experience	Application / Interview
Values alignment	Demonstrate commitment to inclusion, wellbeing and community impact	Experience of working in the dance, arts or wellbeing sectors, particularly with older people.	Application / Interview

WHAT WE'RE OFFERING

Salary: £35,000-£36,000 per annum (subject to final approval)

Contract: Fixed-term contract until September 2028 subject to funding

Hours: 37.5 hours per week, with occasional evening and weekend work required

Location: Office base in Harrogate (Harrogate Community House, HG1 5LT) with travel to locations across the area (mileage paid from office) with flexible and community-based working

Annual Leave: 30 days including bank holidays

Pension: Employer pension contribution of 3%

Other Requirements:

- Ability to travel across the Harrogate District and surrounding areas
- Access to a vehicle (mileage paid for travel away from office base, currently 55p per mile based on HMRC rates)
- Enhanced DBS check required

HOW TO APPLY

Please submit:

1. A current CV including 2 references
2. A supporting statement of no more than 1000 words outlining how your experience, skills and knowledge meet the requirements of the role and person specification

Applications should be sent to the Trustees by emailing trustees@dancingforwellbeing.org in advance of the deadline.

Alternatively, if you'd like an informal chat with one of the Trustees as a first step, please email trustees@dancingforwellbeing.org / info@dancingforwellbeing.org with your contact details.

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