

# GlasgowLife

## Appointment of Director of Culture and Events

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# Contents

3. Welcome
4. About
5. The role
6. Key responsibilities
7. Person specification
8. Terms of appointment
9. How to apply



## Welcome message

Welcome and thank you for your interest in the role of Director of Culture and Events, Glasgow Life. Ask any of the wonderful people who work for Glasgow Life why the charity is special, and they'll tell you it's because of what we do and who we do it for.

Glasgow Life is a charity unlike any other because Glasgow is unique. Every day we welcome tens of thousands of people to our museums, libraries, community facilities, concert halls, gyms, pitches, sports courts, and events.

Every year we reach millions of people, face-to-face or online, encouraging them to lead happier, healthier lives, and to experience for themselves the world's friendliest city.

Our focus on the power of culture and sport to deliver a fair and inclusive future for communities across Glasgow ensures that our work remains integral to the city's mental, physical and economic wellbeing.

The Director of Culture and Events will continue to help us realise Glasgow's huge ambition and Glasgow Life's incredible success working on behalf of the people we work with and for every single day. I very much look forward to meeting you.

**Kay Morrison**  
**Chief Executive, Glasgow Life**

# About

**Bursting with energy, purpose and community spirit, Glasgow is a city where culture, learning, sport and wellbeing share everyday life.**

At the heart of this vibrancy is Glasgow Life, one of Scotland's largest charities, dedicated to transforming lives and strengthening communities through culture, physical activity and learning.

Our vision is to inspire every citizen and visitor to become engaged and active in a city globally renowned for its cultural richness and sporting excellence. As a charity, we deliver this vision in innovative ways, supporting inclusion, wellbeing and opportunity across Glasgow's diverse communities.

Our work is deeply rooted throughout Glasgow. We manage and animate a wide portfolio of events, museums, sports facilities, libraries, community venues and programmes that offer meaningful access to education, health and personal growth to everyone.

These services deliver impact and tackle inequality, improve mental and physical health and strengthen civic participation.

Whether supporting young people through sport and learning, promoting active lifestyles through inclusive fitness programmes, or providing vital access to reading and digital services in libraries, we are focused on delivering for Glasgow's people and places.

With our dedicated teams and volunteers, we're proud to play a key role in delivering Glasgow's strategies for culture, sport, libraries, community learning and development, and events, as well as supporting the city's visitor economy.

We collaborate locally, nationally and internationally to ensure that Glasgow is not only a great place to live, work and visit — but a city where everyone can flourish.





# The role

**Glasgow Life's vision is to inspire every citizen and visitor to become engaged and active in a city globally renowned for culture, sport and events.** As a charity, we deliver this through innovative approaches across Glasgow's diverse communities. Our cultural and sporting programmes, experiences and events promote inclusion, happiness and health while also supporting the city's visitor economy, and enhancing mental, physical and economic wellbeing.

The Director of Culture and Events is a key role within the leadership team of Glasgow Life. The postholder is responsible for the strategic development and oversight of the delivery of a substantial portfolio of physical assets, developmental programmes and digital services within their Glasgow Life portfolio, maximising their impact and ensuring achievement of corporate and partner targets.

The postholder is responsible for leading, overseeing and delivering strategic projects and change programmes that contribute to the effective delivery of agreed Glasgow Life impacts and outcomes across Museums & Collections, Arts & Music, Events, within the city of Glasgow, and corporate responsibility for Marketing & Communications and Development across Glasgow Life. With the ability to balance social objectives with income generation, the post holder will ensure the continued delivery of inclusive, value for money services and accessible services through leadership, challenge, innovation and effective business planning.

The role of the Director of Culture and Events will support Glasgow Life to look forward and focus on delivering the city's strategic priorities. The postholder will support the promotion of Glasgow nationally and internationally and will be expected to nurture and develop relationships with key national and international stakeholders.



# Key responsibilities

## The key responsibilities for the role include:

- Contributing, as part of the Glasgow Life leadership team, to strategic objectives, financial planning and organisational culture, helping to grow Glasgow Life's income base, optimise assets and identify opportunities for growth.
- Accountable for contributing to the city's visitor economy and enhancing the city's reputation as a great place to live, work, learn and visit through the delivery of local, national and international cultural programmes and events and the management of world-class collections.
- Accountable for the corporate delivery of marketing and communications activity and development and fundraising.
- Leading a team responsible for strategy development, commissioning and delivery of facilities and programmes.
- Providing strong, effective and visible leadership through personal commitment to Glasgow Life's ambitions, behaviours and values.
- Cultivating an inclusive culture where difference is embraced, creating a sense of belonging and an environment where all colleagues feel safe, respected, and can thrive.
- Leading, delivering and overseeing planned significant strategic projects and change programmes, which improve the mental and physical wellbeing of citizens and visitors through culture and events. This includes leading significant external funding initiatives and capital projects, and major events including Celtic Connections, Mela and Merchant City Festival, as well as developing a pipeline of future major events.
- Building highly effective relationships with key stakeholders and representing Glasgow at local, national and international levels, including Board and Committee engagement, to strengthen the impact of culture and events on social renewal and recovery and economic regeneration and inform policy.
- Leading Glasgow Life's contribution to key city strategies including Glasgow's Culture Strategy, the Glasgow Events Strategy and the development of the Sauchiehall Street: Culture and Heritage District, advocating the positive impacts of culture and events on individuals and communities.
- Reviewing and monitoring performance across all services, ensuring that all key performance targets are met.
- Ensuring that internal and external service providers deliver services and programmes which promote access for residents, with a focus on agreed target groups and corporate priorities.
- Deputising for the Chief Executive as appropriate.

# Person specification

## Candidates should bring all or most of the following qualities:

- Educated to degree level in a relevant discipline or equivalent senior-level experience.
- Significant experience in a senior strategic leadership position within a complex and large organisation, delivering high-quality, customer focussed services.
- Evidence of continuing professional and leadership development.
- Excellent communication and influencing skills with the ability to manage complex relationships across a diverse range of stakeholders.
- Strong commercial understanding and business acumen.
- In depth understanding of the challenges facing delivery of culture and events in both a public sector and commercial context.
- Excellent financial and budget management skills.
- Proven experience of leading successful change including service redesign to improve impact and efficiency.
- Strong leadership skills and the ability to influence and direct others across organisation boundaries in a complex environment.
- Ability to analyse strategic and operational issues, develop innovative solutions and deliver them effectively.
- Experience in developing strategies and action plans to achieve outcomes and drive continuous improvement.
- Demonstrates through values and actions an absolute commitment to Glasgow Life's behaviours.
- Knowledge of equality, diversity and inclusion work across culture and events to address underrepresentation.
- Proven track record of monitoring and managing key performance indicators.
- Ability to interpret and act on a wide range of complex data.
- In depth understanding of the broader public and charitable sectors in Scotland and their operating context.
- Demonstrable experience of working and operating within a political landscape, with awareness of national and local government decision-making structures.
- Experience of formal governance and reporting at Executive and Board level including strategic and performance scrutiny.

## Glasgow Life Competency Framework

Glasgow Life follow a Competency Framework. Further Information can be found by clicking this link: [Glasgow Life Competency Framework](#)

## Glasgow Life Behaviours

The Glasgow Life Behaviours Framework can be found through the role advert (DBHQD) at [roles.saxbam.com](https://roles.saxbam.com)

# Terms of appointment

- **Salary:** £106,495 - £120,944
- A holiday allowance of 30 days plus 6.5 public holidays for full time roles. (This rises to 35 days after 5 years.)
- Membership of the Local Government Pension Scheme.
- Discounted Glasgow Club membership and money off in our museum shops and online store.
- Option to buy extra annual leave.
- Cycle-to-work scheme.
- Flexible working and family friendly policies.

Please note that Glasgow Life is an Arm's Length External Organisation to Glasgow City Council. We are currently completing a Job Evaluation exercise and introducing a new pay and grading structure. This may impact current salaries quoted in job adverts. To learn more, visit - <https://www.glasgow.gov.uk/jobevaluation>.

**Process:**  
First stage interviews will take place in Glasgow at the end of July 2026

Executive Assessment Tests will also be conducted.

Final stage interviews will take place in Glasgow in August 2026

**Due diligence:**  
Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





# How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Glasgow Life on this appointment.

For further information about the role, including details about how to apply, please visit [roles.saxbam.com](https://roles.saxbam.com) using reference **DBHQD**. Alternatively email [mary.few@saxbam.com](mailto:mary.few@saxbam.com).

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and completing an EDI monitoring\* form.

The closing date for applications is **23:59 on 31 May 2026**

\* The EDI monitoring form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

Diversity matters at Glasgow Life. We are determined to reflect the diversity of Glasgow in our workforce. Glasgow Life is on a journey to develop a workplace that reflects the communities we serve where everyone feels empowered to bring their full, authentic selves to work.

We're a Disability Confident and Carer Positive employer and invite candidates from all backgrounds to apply. Read more about our commitment to equality and diversity on our website. <https://www.glasgowlife.org.uk/the-small-print/an-inclusive-employer>

#### **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

- [Read our guide to writing cover letters](#)



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