



CONTACT

Candice McDonald
candice.a.mcdonald@hotmail.com
075579 48383

SKILLS

Leadership
Business development
Business performance
Financial management
Event management
Freelancer / Artist management
Talent development
Content producer
Planning
Operations
Facility management
Coaching
Post-production management
Filming production management
Studio management
Access and inclusion leader
Visitor experience
Safeguarding
Health and Safety
GDPR

ARTS LEADERSHIP PROFESSIONAL

Candice McDonald

SUMMARY

With 30 years of experience in Arts Management and Leadership, from theatre to film, I bring a solution focused coaching approach to the planning and delivery of projects and operational business practices, to achieve excellence for a business and its key stakeholders. I meet strategic and financial goals whilst bringing professional positivity to all that I do. I am passionate about the Arts in all its forms and believe the arts industry can enrich and change lives, as it did for me. I am committed and accountable; with my determination and team building skills I will always find a way to achieve successful outcomes.

EXPERIENCE

HEAD OF PLANNING AND OPERATIONS - CREATIVE LEARNING AND ENGAGEMENT

ROYAL SHAKESPEARE COMPANY / JAN 2022 – ongoing

Responsible for strategic planning and operational leadership of the Creative Learning and Development department. Producing over 1300 activities per year including performances, exhibitions, installations, student and teacher workshops and community activities, my role is central from concept to evaluation in all that we do. I also manage our freelance community and am responsible for all departmental funding and Board report submissions as well as evaluation for future impact planning. I am also an Access Inclusion Leader for the RSC.

EDUCATION AND QUALIFICATIONS

Masters in Media Arts – University of London
Royal Holloway 1996 – 1997

BA Hons in Theatre, Film and Television –
University of Wales Aberystwyth 1993 – 1996

**A-Level: Theatre, History and English
Literature** – Stratford Upon Avon College
1991 – 1993

**GCSE x 9 including Maths and English,
grades A-C** – Aylesford School

Leadership and Management L5 Cert –
CMI 2018 – 2019

Directors in Development Cert Programme
– Coventry and Warwickshire Chamber of
Commerce 2005

**Financial Director Training for non-Financial
Directors Cert** – Coventry and Warwickshire
Chamber of Commerce 2007

L4 Diploma Business Performance
Coaching – Newcastle College 2009

Advanced L4 Diploma Life Skills Coaching
– Stonebridge College 2010 – 2011

**Teach the Trainer Mindfulness Practitioner
Cert** – Holbeck College 2024

**L4 Body Heal and Somatic Therapy
Coaching** – Centre of Excellence
(ongoing)

First Aider – St Johns 2025
Paediatric First Aid – St Johns 2025
Safeguarding – NSPCC
Safer recruitment – NSPCC
Health and Safety
GDPR
Enhanced DBS – current.

HEAD OF OPERATIONS

THROUGH THE I (VIRTUAL PR AND EVENTS) 2020 – 2021

Responsible for producing short content films for
online portals and virtual events. Crewing for virtual
events and managing the live team and ops support.
Working to short deadlines, to budget, organizing
filming during lockdowns managing both highly
creative and technical teams. Ensuring live events
were both a technical and content driven success.

HEAD OF MANAGEMENT INFORMATION SYSTEMS

WCG GROUP 2011 – 2019

Headed the enrolment, timetabling and exams
departments for 7 colleges, overseeing the end-to-
end student journey and experience in line with
Ofsted and European funding criteria. This role
supported me more practically when my son was
born in terms of flexible working at that time. I was
also a Business Entrepreneur Coach for students
preparing for start ups when they completed their
college courses.

HOUSE MANAGER

WARWICK ARTS CENTRE 2010 – 2011

I managed all of the events in the Arts Centre from a
visitor experience, front of house perspective. The Arts
centre has a concert hall, a theatre, 2 studio theatres,
an art gallery, a cinema, and a lecture room as well
as open foyer space for exhibitions and installations.

BUSINESS DEVELOPMENT DIRECTOR

EDUCARE 2004 – 2010

After relocation from London, I worked as the sales
driver and content partnership director for EduCare,
delivering online learning programmes on duty of
care issues. I was responsible for all business strategy
and financial planning with a high sales target to
ensure the not-for-profit arm of the business could
remain operational. The programmes focused on
safeguarding children, safer recruitment,

COACHING CLIENTS

Coten End Primary School 2016 - ongoing.
Mindfulness sessions for primary Y4 during children's mental health week

WCG

Business Entrepreneur Coach for student skilled based startup businesses. Basic Coaching Skills for Managers. Basic Coaching Skills for Teachers.

RSC

Development of person centred well-being plans for staff. Access Leader coaching and mindfulness sessions. Colleague coaching.

Private clients and Group coaching

I have coached individuals / groups for over 15 years, coaching career changes, redundancy next steps, retirement next steps, stress management, stress reduction for fertility issues, relationship changes, and career performance. I have also coached many entrepreneurs in startups and facing challenges as SMEs, sole traders, or freelancers.

safeguarding vulnerable adults, which were used widely in the public sector.

STUDIO MANAGER / STUDIO CONSULTANT

3 MILLS FILM AND TELEVISION STUDIOS 2002 – 2005

Driving sales and creating new and developing long term relationships, I managed the clients from pre-shoot to leaving the studios. I was retained for a year as a Studio consultant when I relocated to the Midlands to support the transformation of the Studios for the 2012 Olympic village to ensure the filming work could continue and would return. I decided not to renew my contract so I could focus on EduCare.

HEAD OF SOUND / STUDIO MANAGER 1998 – 2002

MAGMASTERS / 4MC / DE LANE LEA

Having worked my way up from a Bookings Manager to Head of Sound, I worked with international film clients (US in the main) producing ADR and sound deliverables on films such as Lord of the Rings, Star Wars franchise, Gladiator, Mission Impossible franchise working with producers and directors over ISDN.

BUSINESS PERFORMANCE COACH / LIFE SKILLS COACH / MINDFULNESS TEACHER / BODY HEAL

CANDIKIND COACHING / CAMcDONALD COACHING
FREELANCE 2010 – ongoing

I trained alongside my career for 6 years in Business Performance coaching, Life Skills coaching and as a Mindfulness Teach the Teacher. I am always developing my coaching skills, including most recently to become a Somatic, Body Heal coach. I have my own practice outside of work, but the organisations I have worked for have often called on me to use my skills for team / individual training and development needs.