



Chief Executive Officer

Job Application Pack



**MUSIC
MARK**

INFLUENCING
SUPPORTING &
CONNECTING

*Membership organisation,
subject association and charity*

www.musicmark.org.uk

Chief Executive



Recruiter	Music Mark – The UK Association for Music Education
Location	London
Salary	£65,000
Closes	5pm, Monday 5 th June
Interviews	First & second rounds: 21 st & 28 th June
Industry	Charities, Music education, Arts advocacy, Membership Organisations, Governance, Policy & research, Strategy & policy,
Job Level	Senior Executive
Hours	40
Contract Type	Permanent
Listing Type	Job vacancy

Membership organisation, subject association & strategic lead organisation for Music Education

Influencing

Supporting

Connecting

Music Mark seeks to appoint an exceptional candidate to the position of Chief Executive Officer.

This is an excellent opportunity to lead The UK Association for Music Education through the next phase of its development.

If you are adaptable, creative, a strategic thinker, business minded, skilled at prioritising with a passion for education and the arts and with the wider skills to lead an organisation we would like to hear from you.

Music Mark is a membership organisation, subject association and strategic lead organisation for music education. It aims to enable its members, and the wider music education sector, to deliver high-quality musical and social outcomes for all children and young people.

Your outstanding leadership skills will be engaged in developing and maintaining relationships with the membership and all who hold a stake in the strategic planning and operational delivery of music education to support Music Mark in continuing to raise the status and value of music as part of a broad and balanced education.

A full application pack can be found at our website via the link below. If you would like to have an informal discussion about this role with our current Chief Executive, please call Jem Shuttleworth on 020 7939 6049.

<https://www.musicmark.org.uk/ceo>

Music Mark is an equal opportunities employer.
Registered charity 1118542 and Company number 6134823.



22nd May 2017

Dear Colleague

Thank you for expressing an interest in the role of *Chief Executive Officer* for Music Mark, which has arisen due to our current post holder being newly appointed as *Head of Governance and Policy* for The Elliot Foundation multi academy trust.

This is an extremely exciting opportunity for a proven highly-skilled and effective leader to take forward our membership organisation building upon the recognition achieved to date through our key strands of *Influencing, Supporting and Connecting*.

Please do visit our website and twitter account to gain a greater understanding of our organisation and to help you in articulating your vision for moving us forward.

I have the pleasure of enclosing the Job Description and Personal Specification. I hope very much that you will find this role of interest and look forward to receiving an application from you.

Please send your completed application forms to james.dickinson@musicmark.org.uk

Deadline: 5pm on Monday 5th June 2017

Best wishes,

James Dickinson
Chair of Trustees

3rd Floor, 8 Holyrood Street, London, SE1 2EL
020 7939 6049 www.musicmark.org.uk

The UK Association for Music Education - Music Mark | A charitable company limited by guarantee | Charity No.: 1118542
Registered address as above | Registered in England and Wales 6134823 | VAT Reg No.: 837 1560 24

Job Description

Statement of Job Purpose

Reporting to the Chair and Board of Trustees, the Chief Executive is responsible for delivering The UK Association for Music Education - Music Mark's remit as a membership organisation, subject association and strategic lead organisation for Music Education; as well as developing and growing the charity both in terms of its impact and financial strengths.

The principal tasks of the role encompass strategic leadership, governance, development and growth, and operational management with key focus on:

- working in partnership with the Board to build on existing strategy, supported by corresponding business plans and objectives
- sustaining and improving member perception of the quality of Music Mark's sector leadership
- increasing the resources available to the charity through proactive income generation
- developing and expanding the work of Music Mark by reaching a wider audience and increasing the membership value both to current and new members
- fostering the complex relationships within Music Mark's members and maintaining strategic alignment with sponsors, key partners and supporters
- supporting the Board of Trustees in fulfilling its responsibilities in the governance of the charity
- Championing the value of music education in teaching, learning and research through all of Music Mark's work

Wider stakeholder engagement is required and will include visits to schools. It is also expected that the post holder will engage with children and young people as the ultimate recipients of member's services for feedback and to broaden the CEO's perspective of the sector. As a consequence this role requires an Enhanced DBS.

PRINCIPAL TASKS

Strategic Leadership

- Develop and promote Music Mark with all external stakeholders, through identifying and maximising new business opportunities, diversifying income streams and promoting Music Mark through regular networking in relevant sectors
- Develop and maintain a strong presence within the music education and wider education landscapes enabling promotion and advocacy of Music Mark's member's expertise and services
- Recommend and implement appropriate new services, resources, programmes and developments to support the expansion of Music Mark's reach
- Lead the process of developing long term strategy and annual business plans
- Manage and develop the Music Mark team, ensuring their work is coherently focused on delivering the strategy and plans
- Represent the views and best interests of Music Mark and members to national and local government and the media
- Provide strong advocacy for Music Mark by promoting and raising the profile of its work and the work of its members with key decision-makers and opinion-formers

Development and Growth

- Promote Music Mark and develop effective membership networks and effective membership communication and support structures
- Develop effective networks with principal stakeholders and supporters, developing partnerships that progress the work and mission of the charity and champion the work of members locally, regionally and nationally
- Deliver high impact amongst the target audience (e.g. schools and academies sector, higher and further education and any other relevant stakeholders and key decision makers in music education specifically and education and music more generally)
- Commission and co-commission, with partners, research that supports member's work, promotes national advocacy and explores new opportunities and initiatives within Music Education
- Identify and realise new revenue streams that support member's ambitions and the charitable aims
- Negotiate contracts and funding agreements
- Raise Music Mark's profile: personally; through the staff; by building regional and national capacity through channelling the activity of trustees, regional representatives and members

Governance

- Ensure effective governance and sufficient resources, guidance and professional advice for the Board to perform its duties
- Diligently service the Board, ensuring transparent and timely reporting of progress against the business plan, changes/developments in the business environment, and management of governance and risk
- Support the Board in acquiring appropriate skills (including supporting recruitment of new trustees as required) and ensure regular reviews as appropriate
- Supply all reports required by the Board in the exercise of its legal, financial and other responsibilities, in accordance with Charity Commission requirements and current legislation

Operational Management

- Assume financial responsibility for the organisation working with the Music Mark staff team, external financial adviser, treasurer and auditors to ensure strong financial management, governance and compliance including accurate budgeting, forecasting (revenues, costs and investments) annual reports, clear financial controls, cash flow and tax obligations
- Provide effective and positive people management, building a culture where staff feel valued, receive recognition and are equipped to do their job through appropriate recruitment, supervision and support
- Ensure effective operation, maintenance and development of software and technology infrastructure
- Oversee development of strategic marketing and communications policies and specific campaigns
- Develop and maintain policies, ensuring they are up to date, consistent, approved by the Board and implemented effectively
- Ensure compliance with all relevant legislation, including employment law, charity law, company law, health and safety legislation, requirements of funders and relevant agencies

Person Specification

Essential

Desirable

Knowledge and Understanding

- An understanding of and commitment to the value of music education
 - An understanding and ability to articulate the value of music education within a wider often changing education context
 - An understanding of the role of music education in improving the learning and personal outcomes for all children and young people in and out of schools
 - An understanding of the political landscape both locally and nationally with regards to education strategies and responsibilities
 - Knowledge of current music education system and structures including issues affecting those delivering and supporting children's music education
 - Knowledge and understanding of relevant statutory compliance frameworks
 - Knowledge and understanding of developing services and resources to support a range of professionals
- An understanding of how children and young people's musical development is delivered and its impact on learning outcomes
 - Qualified to Degree level
 - Arts or cultural management certificate or similar professional qualification

Experience

- Experience of sustained working in a senior leadership role within a charity
 - Experience of successful networking and proven advocacy
 - Experience of working within a Membership organisation
 - Experience of having grown an organisation, division or business area
 - Proven track record of mission-focussed, hands-on leadership with a good blend of external profile building and commercial acumen
 - Experience working as part of and supporting high performing staff teams
 - Experience of business planning and income generation from a variety of sources, including through effective partnerships and sponsorship
 - Proven experience of devising, developing and delivering complex and successful projects and programmes
 - Experience of successfully managing on-going change within an organisation and fast moving sector
- Previous experience as a Chief Executive of a charity
 - An understanding of employment law, organisational governance and best practice in these areas.

Personal Qualities

- Personal and professional integrity
- An ability to inspire and enthuse others
- A proven strategist
- A creative and divergent thinker
- A strong, clear communicator both verbally and across written forms, including social media
- Personal resilience and determination
- Commitment to the rule of law and to equality of opportunity