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SUPPORTING  
CONNECTING  
INFLUENCING

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# Chief Executive

RECRUITMENT PACK

# Introduction

Thank you for your interest in the role of Chief Executive. Music Mark is The UK Association for Music Education and over the past decade has made significant strides forward as an effective advocate for the sector, speaking on behalf of its membership to policy makers across the UK.

As a result, music education is higher up the agenda, but the sector still faces challenges. For example, the supply of music teachers is unstable; provision is inequitable across the UK, funding has declined in real terms; and the policy framework for music education is currently unclear. We are seeking a new Chief Executive who can build on Music Mark's national influence to support the whole sector and tackle the challenges that our members are facing.

The successful candidate will have high level leadership experience in the areas of public policy, education, the cultural sector or similar, and will have the skills to lead positive change within the sector so that more children and young people will benefit from a high-quality education in music.

This is an important moment for Music Mark. So much that affects music education in England is under review including the National Curriculum and Arts Council England. Significant new structures have been proposed and created such as new National Centre for Arts & Music Education the recently reorganised network of Music Hubs. Similar challenges affect colleagues across the whole UK. It is time for Music Mark to create a new strategy that steers a course through all this change and finds solutions to the challenges in consultation with our members.

This is a fantastic opportunity for someone with vision and energy to make a significant impact on the music education sector and secure a more stable future, for the ultimate benefit of the country's children and young people.

This pack gives full details of the role and how to apply. We look forward to receiving your application.



Peter Smalley  
Chair



# About Music Mark

Music Mark is The UK Association for Music Education. It is a membership organisation with a growing membership of over 500 Individual and Organisational Members drawn from across the sector including music services, Music Hubs (England), schools, music conservatoires, universities, individuals, together with a growing number of Industry Partners which includes retailers, exam boards and music resource suppliers.

Music Mark is a leading advocate for music education with good links into the UK Government and governments of Scotland, Wales and Northern Ireland. In the past two years the Chief Executive has met Dame Margaret Hodge as part of the review of Arts Council England, given evidence to the Education Select Committee in the House of Commons, chaired a task and finish group on teachers terms and conditions for the Welsh Local Government Association, and contributed to and chaired a panel in the cultural 'tent' at the 2025 Labour Party Conference.

In 2023 Music Mark became an Arts Council England Investment Principles Support Organisation (IPSO), funded to April 2028. This has allowed the organisation to expand its team and its remit to include a wider range of member services, an expanded advocacy programme, a larger professional development programme and the introduction of a research programme. For more information about Music Mark please visit [www.musicmark.org.uk](http://www.musicmark.org.uk)



# Vision, Mission & Values

## Vision

Accessible and excellent musical learning and engagement in and out of school, for all children and young people, which inspires and enriches their lives.

## Mission

Supporting, connecting and influencing in pursuit of a high quality, equitable, diverse and inclusive music education for all children and young people.



## Values

Music Mark's three strands of activity are to Support, Connect & Influence which it does through a set of core values:

### **Bold**

We are the voice of music education, ambitious for ourselves and the sector, striving for excellence in all that we do and enable.

### **Open**

We are open to new ideas, ways of working, and to diversity of experiences; we create spaces where all are welcome and platform marginalised voices; we are always learning and improving.

### **Useful**

Everything we do is relevant and useful for the individuals and organisations we support; we recognise we're not always the expert and believe that partnership working is key.

# Role Purpose

The purpose of the role of the Chief Executive is to:

**Lead the organisation**

**Serve the membership**

**Advocate within & on behalf  
of the sector**

**Understand the current & future  
needs of the sector**

The Chief Executive reports to the Board through the Chair and is responsible for a team of staff.



# The Role

## Leadership

- Provide leadership within the music education sector by advocating on behalf of the members to policy makers across the UK.
- Provide leadership for the Music Mark membership by representing them at key conferences, meetings and events across the UK and overseas.
- Communicate effectively and clearly in a wide spectrum of forums including at national conferences, member meetings and to the press.
- Keep abreast of the developments that are likely to affect the work of the membership and the wider music education sector.
- Provide leadership for the staff, who all work remotely, maintaining a culture that ensures they are valued, supported and developed. Work with them to devise and deliver a vision for the organisation.

## Strategy & planning

- Create a new strategy for Music Mark that takes into account changes within the music education sector.
- Put together a business plan from the strategy and operational plans for each part of Music Mark's work with milestones and key performance indicators.



# The Role

## Membership

- Regularly consult the membership to ensure that they are well-supported, connected and have influence.
- Work with the Music Mark team to provide a package of membership benefits that are valued, current and relevant.
- Promote the benefits of music education on behalf of the membership regionally, nationally and internationally.

## Advocacy & communication

- Advocate for the work of Music Mark, by championing the work of members to key stakeholders, policy makers and decision makers.
- Act as a trusted advocate for the sector producing well-informed articles & blogs, contributing to key meetings and speaking at/attending relevant conferences.
- Work closely with Music Mark's Researcher to commission (or profile existing) research that supports Music Mark's advocacy work and explores new opportunities and initiatives within music education.
- Build and maintain relationships with key partners including the Department for Education, Parliamentary Groups that support music education, Department for Education, the Welsh Local Government Association, Creative Scotland and the Music Education Partnership Group (Scotland) and oversee and develop the relationship with Music Mark's Industry Partners.



# The Role

## Management

Oversee the day-to-day management of the organisation including:

- Line management of the Membership and Operations Director and the Programmes and Engagement Director.
- Taking responsibility for financial management.
- Overseeing charity and company compliance.
- Managing risk.

## Financial resilience

- Nurture the partnership with Arts Council England who support Music Mark as an Investment Principles Support Organisation (IPSO) for its work in England.
- Ensure the financial resilience of Music Mark by understanding the future financial needs of the organisation and seeking out opportunities to fulfil them.



# The Person

## **An inspiring leader**

- Putting the case for music education persuasively to politicians and policy makers at a national level.
- Bringing together the membership behind a strategy for positive change in the sector.
- Supporting, enabling and developing an experienced team of staff.

## **Passionate about music education for children & young people**

- A core belief in the importance and value of music education for all children and young people.
- Valuing the diversity in the music education sector.
- Understanding current music education policy across the UK.

## **A strategic thinker**

- Supporting and contributing to the development of policy nationally.
- Developing and writing the strategy for Music Mark in conjunction with trustees, staff, members and external stakeholders.

## **An excellent communicator and networker**

- Advocate within and on behalf of the music education sector.
- Deliver effective and inspiring online and in person presentations to stakeholders in a wide range of forums including members, other music education organisations, Arts Council England, local and national governments.
- Build high level networks and relationships with a large group of stakeholders, including members, funders, policy makers and educators.

## **An effective manager**

- Experience in providing oversight of the day-to-day running of an organisation, including financial management, business planning, governance, compliance, risk and performance management.

# Recruitment Process & Terms

**The deadline for applications is 12 noon on Monday 30<sup>th</sup> March 2026.**

First interview: **Monday 20<sup>th</sup> and Tuesday 21<sup>st</sup> April 2026** (online, approximately one hour)

Meeting with some of the Music Mark team observed by a Trustee: **Monday 27<sup>th</sup> April 2026** (online)

Second interview: **Tuesday 28<sup>th</sup> April 2026** (London, whole day)

**APPLY HERE**

There will be the option for an informal online meeting with the current Chief Executive for shortlisted candidates on **16<sup>th</sup> or 17<sup>th</sup> April 2026**. Please email [Peter Smalley](mailto:peter.smalley@musicmark.org.uk) (Chair of Music Mark) if you would like an informal conversation prior to submitting your application.

This is a **full-time role**, including some evening and weekend work, that will include travel throughout the UK and occasionally overseas. The role will be home based, with relevant equipment provided, and a home working allowance paid to staff. The initial salary will be in the region of **£70,000 - £75,000 per annum**. There will be access to a NEST Pension: 5% employee, 3% employer contributions.

This document is intended as a guide to the general duties of the role and may be amended. An offer of employment will be subject to contract. Music Mark is committed to equality, diversity and inclusion and welcomes applications from people of all backgrounds and communities. We particularly encourage applications from candidates from backgrounds currently under-represented in the education, arts and cultural sectors, including people from ethnically diverse backgrounds, disabled people and those from lower socio-economic backgrounds. We will make reasonable adjustments throughout the recruitment process for applicants who require them. Music Mark is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Music Mark operates safer recruitment practices and may carry out online searches of shortlisted candidates as part of its due diligence process.