



# Recruitment Pack

## Head of Creative Health



*Inspiring everyone to thrive and achieve  
through the power of music, arts and culture*

# West of England Music and Arts

**West of England Music and Arts (WEMA) makes music, arts and culture accessible, affordable and enjoyable for all. We enable positive outcomes for people of all ages, regardless of background or perceived ability, to help build creative, nurturing and culturally-connected communities.**

Working across B&NES, Bristol, North Somerset, South Gloucestershire and beyond, our mission is to:

- Provide progressive, high-quality music and arts education
- Champion Equity, Diversity and Inclusion
- Focus on improving health and wellbeing
- Forge positive and effective partnerships in music, arts and culture

## WEMA Objectives

- Deliver inclusive music education through instrumental tuition, classroom programmes, support for teachers, ensemble playing, and performance opportunities.
- Increase access to cultural education, through workshops and programmes from experienced creative practitioners, plus CPD support for teachers.
- Offer a holistic range of Creative Health services - from music therapy to wellbeing and inclusion projects.
- Support everyone to achieve their creative potential and develop personal and social skills; build tangible pathways to artistic careers and foster a greater understanding and enjoyment of diverse cultures.

WEMA, as the parent charity, drives regional and national strategy across four areas of work:

## Music Education Hub

Launched in September 2022, the Music Education Hub brings together the former Music Education Hubs of Bath and North East Somerset, North Somerset and South Gloucestershire, creating a regional powerhouse for music education.

It supports students, families, schools and education settings, funded by the Department for Education, to deliver the National Plan for Music Education.

As a charity, we raise funds through grants, sponsorship and donations to expand the reach of our inclusive programmes, focussing on the needs and aspirations of those who are vulnerable and in challenging circumstances.

## Cultural Education Hub

Inspired by the Government's Cultural Education Strategy, we brought together a range of local partners to build on WEMA's success as a music education hub. Our aspiration is to support schools, cultural practitioners and organisations, so that 'every child has the opportunity to access a cultural activity every year'.

In Autumn 2023, WEMA was awarded significant funding from Arts Council England's Place Partnership fund, as part of the West of England Combined Authority's £3.1m 'Culture West' programme. WEMA, as lead for one of four Culture West delivery strands, has created a dynamic Cultural Education Hub for training, partnership building and cultural pathways for young people and creative practitioners across the West of England.

## Creative Health

We are one of only a few education hubs to offer a Creative Health service, including music therapy, well-being and inclusion programmes. These support vulnerable children, young people and adults. Our team of qualified, registered Music Therapists work in schools and other settings, engaging in one-to-one, group, and family therapy.

Complementing this is our work to promote and realise the power of music on every person's wellbeing. We support schools in their wellbeing curriculum, work with individuals and groups of young people and adults in, or at risk of, social, emotional and mental health difficulties.

## West of England Music Ltd

This is the traded arm of the charity and home to our delivery of tuition, courses and programmes. These services are charged to parent/carers and schools, with the traded service receiving funding from the charity to support those who cannot afford to pay.

Our team of nearly 200 music teachers and music therapists deliver over 50,000 hours of activity annually, covering 95% of schools and a range of community and education settings.

Through this work, thousands of young people gain the opportunity to learn an instrument, sing, play in groups and ensembles, take part in term-time and holiday courses, create their own music, explore their creativity, and build confidence and resilience. Many take part for the personal and social benefits of music. Those keen to progress their music are supported and inspired to achieve the highest standards and progress into a music career.



# Head of Creative Health

*Our creative health team use the power of music and creativity to support emotional wellbeing, personal development and social connection for people of all ages, particularly those facing vulnerability or challenge.*

*As part of WEMA's broader mission to inspire individuals and communities through music, arts and culture, Creative Health delivers a range of services that promote wellbeing, inclusion and resilience across schools, community settings, healthcare contexts and workplaces.*

*Our work encompasses three key strands:*

- **Music Therapy** – *Delivered by a team of qualified, HCPC-registered music therapists, music therapy provides a clinically informed, creative intervention that supports emotional expression, communication, regulation of feelings and relationship-building. Therapy can be delivered one-to-one, with families, in small groups or in school and community settings. No musical experience is required – music is used as the medium to connect, explore and support positive change. We also have growing expertise in Music and Image Therapy.*
- **Wellbeing Programmes** – *These services use music and creative activities to enhance mental health, boost resilience and foster social wellbeing. Programmes are responsive and inclusive, ranging from nurture and wellbeing groups to innovative initiatives such as Sound in Nature, and are offered in educational, community and workplace environments.*
- **Inclusion** – *We are committed to growing inclusive opportunities that ensure equitable access to creative health experiences. This includes bespoke provision for children and families with additional needs, whole-class and whole-school programmes, and initiatives that celebrate diversity, strengthen participation and reduce barriers to engagement.*

*Across all Creative Health work, we prioritise person-centred support, meaningful connection, and the use of creative expression as a tool for wellbeing, growth and inclusion.*

*We're looking for a creative, strategic leader with a proven ability to innovate, develop partnerships development and grow services. You will bring the vision and drive to develop new pathways, while strengthening and expanding established work, leading a vibrant and successful Creative Health team with a shared commitment to transforming the lives of children and vulnerable adults through the power of music, both in and beyond educational settings.*

*The postholder will provide strategic leadership for WEMA's Creative Health offer, developing networks, partnerships and opportunities across the health, creative and education sectors. They will position WEMA as a leading partner in the region's creative health sector, with a focus on growth, sustainability and impact. This includes:*

- *Driving increased engagement from schools and education settings, developing both individual interventions and whole-school or whole-setting therapy and wellbeing approaches.*
- *Ensuring WEMA is well placed to benefit from social prescribing pathways through the development of appropriate, high-quality and innovative services.*
- *Developing WEMA's reputation as a significant contributor to the regional and national creative health, therapy and wellbeing agenda.*

*The postholder will work closely with the Inclusion Programme Lead to ensure that inclusion, wellbeing and therapy are embedded across all WEMA delivery programmes. They will also work with the Executive Team to contribute to organisation-wide development, strategic planning and the long-term sustainability of WEMA's creative health work.*

*The role is offered at three days per week, with the option to extend to full time for a candidate with an exceptional track record in fundraising and income generation. The role is based at WEMA's office at Little Stoke School in South Gloucestershire, with significant time spent engaging with participants, partners and stakeholders across the region.*

**Application:** To apply, please complete the online application at [www.wema.org.uk/jobs](http://www.wema.org.uk/jobs)

**Closing Date:** 9.00am, Monday 23<sup>rd</sup> February 2026.

**Interviews:** Interviews will take place on Friday 27<sup>th</sup> February 2026.

If you wish to discuss the role informally before applying, please contact Simon Lock, CEO, at [Simon.Lock@wema.org.uk](mailto:Simon.Lock@wema.org.uk)

## Extra information

*The role requires substantial contact with children, therefore applicants are required, by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended), and the Disclosure of Criminal Background of those with Access to Children (Children's Act 1989) to reveal any criminal convictions, bind-overs or cautions, including those which would normally be regarded as 'spent'. The role is also subject to screening by the Disclosure and Barring Service.*

*We are an inclusive organisation and actively promote equality of opportunity for all to ensure our organisation delivers on its values and is representative of the diverse communities we serve.*

*We welcome applications from all people, especially those who face barriers to access or participation. We are committed to making adjustments to enable everyone to apply for, and carrying out, any of our roles.*



# Job Description and Person Specification

**Job Title:** Head of Creative Health

**Reports to:** Chief Executive

**Hours:** 3 days per week, optionally plus up to 2 additional days for an experienced fundraiser\*

**Remuneration:** £46,000 to £48,500 (full-time equivalent)

## Purpose of the Role

The Head of Creative Health is accountable for the strategic and financial development, growth, and sustainability of the charity's creative health programme across health, education, and community settings, positioning the charity as a leader in creative health and social prescribing for people of all ages.

The 3-day-per-week core role focusses on partnership development, and innovation, translating these into rapid growth in services and being accountable for meeting challenging buy-in and financial targets.

The postholder will combine strategic leadership with business acumen and sector knowledge to expand the charity's impact, secure diverse income streams, and develop cross-sector collaborations that ensure therapy and wellbeing are a key contributor to our charitable aims.

Up to an additional 2 days per week may be offered to a successful candidate who can lead on fundraising across the Charity.

## Key Responsibilities

### Strategic Leadership and Growth

- Lead the strategic development of the charity's creative health offer across education, health, and community sectors.
- Identify and implement opportunities for service expansion and innovation in creative health and social prescribing, meeting KPI's re sales and income.
- Develop a growth plan aligned with organisational priorities, national health policy, and local community needs.
- Strengthen relationships with NHS, Integrated Care Systems (ICS), Primary Care Networks (PCNs), schools, and youth services to embed creative approaches in wellbeing and educational outcomes.
- Represent the organisation in regional and national forums, advocating for the role of arts and creativity in health, learning, and social inclusion.

### **Income Generation**

- Accountability for the financial success of the therapy and wellbeing service, managing all aspects of finance so as to ensure sustainability of the service.
- Develop compelling business cases that demonstrate impact, innovation, and measurable community benefit.
- Build and sustain relationships with commissioners, funders, and partners to secure sustainable income.
- Work with colleagues to design and deliver evaluation and reporting frameworks that evidence outcomes for funders and stakeholders.
- Identify opportunities to diversify income through consultancy, training, and commissioned services.

### **Programme and Service Development**

- Oversee the design, delivery, and evaluation of creative health and wellbeing programmes for children, young people, and adults.
- Ensure services are inclusive, evidence-based, and responsive to diverse community and educational needs.
- Support the integration of creative health within social prescribing and early intervention pathways.
- Champion creative engagement in schools and community settings to promote resilience, wellbeing, and personal development among young people.
- Collaborate with research and evaluation partners to capture and communicate programme impact.
- Work with the inclusion team to ensure seamless provision of appropriate services for all children, young people and vulnerable adults.

### **Leadership and Management**

- Provide leadership and management to programme managers, therapists, and practitioners.
- Foster a collaborative, high-performing culture focused on creativity, quality, and social impact.
- Lead on workforce planning, supervision, and continuing professional development across creative health and education teams.
- Manage budgets, contracts, and performance effectively to ensure financial and operational sustainability.
- Contribute to the leadership of the charity as a member of the senior management team.



## **Advocacy and External Relations**

- Act as a key ambassador for the charity's creative health and education work.
- Build strong partnerships with local authorities, cultural organisations, and educational institutions.
- Engage in advocacy and sector development, contributing to regional and national discussions on creative health, arts in education, and social prescribing.
- Represent the charity at conferences, networks, and stakeholder events to promote best practice and raise the organisation's profile.

## **\*Fundraising and Grant Applications**

Income generation through partnership building, securing buy-in and grants is a requirement of the 3-days per week role. Up to an additional 2 days may be included where the post holder can deliver the following:

- Take senior responsibility for fundraising linked to cultural partnership programmes.
- Identify, develop, and secure funding from trusts, foundations, statutory bodies, and other appropriate sources.
- Lead the development of high-quality grant applications, bids, and partnership-funded proposals, including programme design, budgets, outcomes, and evaluation frameworks.
- Manage funder relationships and ensure compliance with funding agreements, monitoring, and reporting requirements.
- Use programme evaluation and impact data to support repeat funding and future fundraising activity.

## **Person Specification**

### **Essential:**

- Substantial leadership experience in the arts, education, health, or charity sectors.
- Proven track record of successful fundraising, partnership development, and income generation.
- Strong understanding of creative health, social prescribing, and arts-based approaches to education and wellbeing.
- Experience working with children, young people, and families within educational or community settings.
- Excellent communication, negotiation, and stakeholder management skills.
- Strategic thinker with the ability to translate vision into practical delivery and measurable outcomes.
- Strong financial and operational management capabilities.
- Commitment to inclusion, accessibility, and community empowerment.

**Desirable:**

- Experience collaborating with NHS, ICS, or local authority commissioners.
- Understanding of evaluation, impact measurement, or research in creative health and education.
- Established network within the creative health, youth, or education sectors.
- Relevant postgraduate qualification in arts management, education, public health, or related field.

**Additional Information**

An enhanced DBS check will be required prior to appointment.