



Executive Director Application Pack

About us

Gloucestershire Academy of Music (GAM) seeks to enrich diverse lives through unforgettable musical experiences.

Our values are:

- Striving for quality and excellence
- Inclusive and accessible
- Warm, welcoming and friendly

We play a leading role, with partners, in ensuring that music remains embedded in the fabric of families and society. We provide access to instrumental tuition, as well as development and progression opportunities for children, young people and adults through musicianship groups, infant and junior string, wind and brass groups and music theory tuition, as well as a pre-school Scutterbugs group.

We are growing a programme of wider community engagement (e.g. Gloucester Dementia Choir) and stage a number of uplifting annual events such as The Big String. GAM works with partners in Make Music Gloucestershire (music education hub) and others, such as The Flowers Band and Three Choirs Festival, to extend our reach and sector impact.

We work from our headquarters at Barbican House in Gloucester, a second centre in Cheltenham, and are exploring other potential satellite centres in under-served areas of Gloucestershire. We also provide individual and small group tuition in schools.

Current strategic objectives are:

1. To have strengthened GAM's core and future sustainability.
2. To have impacted positively on the wellbeing and life chances of a wider diversity of people aged 0 – 100+.
3. To have raised profile as a 'go to' organisation for top quality, accessible music experiences and progression opportunities.
4. To bring Gloucester's diverse communities together across generations, enriching the city's cultural vibrancy.

This is an exciting time to join the organisation as negotiations are underway to buy and/or develop our Gloucester base as a vibrant contemporary music and arts hub.

We have produced a refreshed 2-year rolling business plan spanning September 2023 – August 2025 (see Appendix I). For more information, visit <https://glosacadmusic.org/>.

The GAM team comprises Principal Glyn Oxley, Operations Director Sue Bain, and part-time administrative staff, including a Finance Administrator, who support delivery of services, events and courses.

We also employ over 50 freelance music tutors and manage a pool of c. 10 volunteers.

We report to a Board of Trustees who bring experience from across the music, marketing / media, finance, legal, corporate, and VCSE sectors.

Executive Director Role

You will work closely with GAM's Board of Trustees and Senior Management Team on entrepreneurial strategic development of the charity. This will include leading on business planning, marketing and brand control, partnership and policy development, finance, and fundraising.

Responsibilities:

1. Work with the Board of Trustees and relevant sub-committees to support strategy and policymaking, integrating entrepreneurial initiatives. This may include facilitation of reviews, market research and consultation, and writing and overseeing implementation of business plans, policies and procedures.

Also, supporting Trustees with good governance including overseeing production of GAM's annual Trustees' Report and working with the team to ensure policy compliance.
2. Develop and maintain strategic and project partnerships that support GAM's mission and strategic aims, and financial targets including contribution to local and national meetings, consortia or networks.
3. Sustain and diversify income streams and maintain strong funder stewarding, including bid writing, increasing individual giving, campaign planning, funder reporting, contract bidding and negotiation.
4. Oversee robust financial management including preparation of financial projections to support the business plan, preparation of termly management accounts, and liaison with accountants conducting independent exams.
5. Lead on marketing and communications including brand control, drafting, sign off and overseeing implementation of annual Marketing and Social Media plans, overseeing website development and maintenance, and writing copy as required, e.g. for newsletters.
6. Line management of the Operations Director and Marketing & Engagement Coordinator.
7. Ensure best practice and ongoing reflection and improvement in relation to equality and diversity.
8. Additional work relating to funded projects or initiatives may be taken on subject to funding, capacity and mutual agreement.
9. Be guided by and comply with GAM's vision, mission, values, policies, and procedures.

Person Specification

We are seeking an efficient and entrepreneurial senior professional with strategic acumen, a track record of successful fundraising, financial control confidence, and understanding of brand and marketing.

Applicants should have the following **essential skills, experience, and attributes**:

- Motivated by the power of music and/or the arts to impact positively on individuals and communities
- Experience of strategic review, business plan development and in working with a Board of Trustees or Directors
- Proven experience and achievements in income generation

- A strong understanding of, and experience in planning traditional and digital marketing campaigns
- Exceptional written and verbal communication skills
- IT literate, with excellent attention to detail and accuracy
- Strong time management and prioritising skills
- Line management experience
- A commitment to equality, diversity and inclusion

The following skills, experience and attributes are also **desirable**:

- Experience within and/or an understanding of the local and/or national music and arts sectors
- Disability awareness through training, work and/or lived experience
- Contacts in and/or from a Global Majority or minoritized community background
- Capital fundraising experience and contacts

Terms of Contract & Fee

£40,000 PAYE contract offered on a 0.6 full-time equivalent basis (actual gross salary: £24,000).

The role is offered as a permanent contract, subject to successful completion of a 6-month probationary period. GAM aims to extend the contract subject to funding and mutual agreement.

Additional hours may be mutually agreed subject to receipt of further funding / contracts.

Costs incurred to carry out the role will be reimbursed (e.g. postage, printing, standard rail travel and/or mileage at a rate of 45p/mile).

You must be able to evidence your right to work in the UK and hold (or be prepared to obtain and renew annually) a current, enhanced DBS check.

Induction, training and development

GAM will provide mentoring / coaching to support the post-holder into the role, as well as time and funds to ensure training in mandatory areas is completed, e.g. safeguarding.

The Executive Director will report to GAM's Business Development Group and be line managed by a Trustee member of that group, who will carry out annual appraisals and mutually agree a training and development plan to support achievement of targets and responsibilities.

Location

You will work predominantly from GAM's headquarters at Barbican House, 31 Barbican Rd, Gloucester GL1 2JF. Some home working may be mutually agreed with the Chair of GAM. Occasional travel within and outside the county will be required.

Diversity

GAM is committed to diversity and equality of access to our opportunities. We are working to broaden our workforce talent pool and participant reach to reflect the diversity of the communities we serve. To address gaps in and strengthen the breadth of experience across our workforce, we would particularly welcome applications from candidates from minoritized communities.

Note for candidates who identify as disabled

Reasonable adjustments will be made to the recruitment process and/or job requirements for disabled candidates. If you consider yourself to have a disability, you should indicate this in your application, and inform us of any access requirements.

If you have indicated that you have a disability in your application, you will be guaranteed an interview if you clearly meet the person specification.

How to Apply

To apply, please complete an application form and Equal Opportunities Monitoring Form. E-mail both completed documents along with a copy of your CV to Business Development Consultant Cath Wilkins cathwk@glosacadmusic.org. Please put 'Executive Director Application' in the subject line of your e-mail.

Forms are downloadable from: <https://glosacadmusic.org/about-us/work-with-us/>

If you would like to have a chat about the role before you decide to apply, or if you need to make your application in another way, please contact Cath on cathwk@glosacadmusic.org / 07917 796 959.

Deadline for applications: 5pm on Monday 16 October 2023.

Provisional date for interviews: Monday 23 October 2023 in Gloucester.