



LAURUS

TRUST

Director of Culture, Creativity
& Rhetoric

Purpose of the Post

'As a consumer, a worker, a voter, a member of his community, each person has pressing reasons for being able to evaluate the words of others. He has equally pressing reasons for making his own voice heard. Too many people lack the ability to do either with confidence. Too many are unable to speak articulately in any context which might test their security. The result can be acquiescence, apathy, or a dependence upon entrenched and unexamined prejudices.'

The above quotation is taken from the 1975 Bullock report but has clear significance and relevance for the times in which we live and is the starting point for the post of Director of Culture, Creativity & Rhetoric.

We believe that making one's own voice heard, evaluating the words of others, and the ability to speak articulately and with confidence in any context are essential skills for life in modern Britain. We wish to appoint a talented individual with the knowledge, vision and drive to make this happen for the young people at Cheadle Hulme High School and ultimately across the Laurus Trust.

Our Cornerstone of Culture, Creativity & Rhetoric refers to 'education in its broadest sense' and 'access to ideas which challenge our thinking'. Whilst the development of oracy is a key element of the role, so too is developing the knowledge which underpins powerful, meaningful communication and ultimately rhetoric. We state that our academic curriculum is 'knowledge led'. Knowledge is not without facts; facts are a key foundation. However, facts alone are not knowledge. True knowledge allows those who access it to question it and the authority on which it is based and to gain the sense of freedom and excitement which it can offer in creating a 'rich inner life'. We want our students to think about questions that cross the rigid boundaries of disciplines and subjects and to use critical tools from the humanities, the social and natural sciences, and fine arts to address these questions. We want them to enjoy thinking about the Big Questions from the past and those which are facing our contemporary society and be able to articulate their own views whilst challenging others.

The person who will deliver this vision will -

- understand what constitutes the embodiment of a good impactful presence, voice and speech and be able to develop the skills of spoken language
- be passionate about some aspects of a discipline or subject, interested in others and curious about many; want to develop this attitude to learning in young people and enable them to acquire knowledge that takes them beyond their experience
- understand how to structure an approach which enables students to combine their skills and knowledge to communicate in all possible arenas - 'to make our voice heard and present our own ideas with courage, conviction and impact'