

EAST LONDON ARTS & MUSIC



THE INDUSTRY ACADEMY



Director of Music

Start Date: Summer 2020

Application Deadline: 23rd February 2020

Dear Applicant,

For a long time it has been evident that many creative young people miss their calling due to a lack of industry opportunities, low-level recognition of their talents and a failure to develop sector relevant skills. Here at ELAM we do not believe that circumstance should ever be a barrier to any young person's ability to realise their potential.

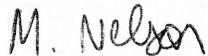
ELAM is a revolutionary academy founded through a deep and genuine partnership between devoted and visionary educators and the professional creative industries collaborators. Together, we are able to push pedagogical boundaries and create a truly world-class educational experience for our learners. We can build a learning environment that is rigorous, personalised and always 'plugged-in' to the real world.

Operating at the intersection between the education sector, the local community and the creative industries, ELAM is not your typical school. We are looking for innovative, outstanding and dedicated individuals to help us prepare our students for the world they face tomorrow.

This is a rare chance for passionate and creative teachers to become part of the ELAM team as we continue to design build and deliver our vision for ELAM, the UK's first "Industry Academy".

If you believe in the potential of talented young people then join us and invest in overhauling access routes to the creative industries. Join us on the journey as we build a beacon of excellence in East London.

Best Wishes,

A handwritten signature in black ink that reads "M. Nelson". The signature is written in a cursive, slightly slanted style.

Mik Nelson - Principal

About the East London Arts & Music – The Industry Academy (ELAM)

What is ELAM?

ELAM is the 'industry academy' for 16-19 year olds. We are focused on developing the next generation of young creative and business talent; providing real recognition, professional skills and the opportunities that they will need to better the creative industries of tomorrow.

"The mission of ELAM is very much in alignment with Framestore's goals and we appreciate the opportunity to collaborate with them"

Andrew Schlüssel – Director of Global Talent Development and Framestore

ELAM's Trainees work and learn alongside the creative industries' leading organisations and professionals. Real world projects, work placements and expert mentors will develop the technical and personal skills needed to succeed at university and within the workplace. ELAM is totally committed to the successful progression of its Trainees onto these pathways.

Underpinning the development of our Trainees, and the practice of our staff are ELAM's Values of Collaboration, Excellence, Innovation, Integrity and Drive. These Values align ELAM with our partner industries and are embedded at every level of the school as a signpost of the behaviours and characteristics that we strive for.

[See ELAM's Vision in action here.](#)

ELAM opened in September 2014 with a first cohort of 75 Trainees. Initially ELAM only offered a *Music Programme*, designed to provide young talent with the musical, technical and personal development needed for a successful future within the creative sector – we call this '*industry readiness*'. In 2017, ELAM launched Film & Television Production and Games Design and Development courses and grew its Trainee numbers to reach capacity of 300. ELAM is fully funded by the Department for Education and inspected by OFSTED.

Who is involved?

ELAM has been founded by a group of leading figures from industry and education including Sir Nick Williams, former Principal at the BRIT School in South London and Will Kennard, Musician and one half of production duo Chase & Status. Both are Governors of the school and are supported by educational, creative industry, financial and legal experts.

"We enjoy sharing our expertise that comes with 30 years of making world glass games to help ELAM address the shortfall in the UK's creative skills shortage"

Tim Heaton - Studio Director at Creative Assembly

Role purpose & description

The successful candidate will join ELAM in September 2020 and lead the Music Department.

The Director of Music will take responsibility for the development of the overall curriculum with the aim to maximize each ELAM Trainee's potential in this subject.

ELAM's industry ethos and Values will influence the work of all of our teachers as they construct powerful and relevant learning experiences that are 'plugged-in' to the sector. The Director of Music should therefore have an interest in creating and delivering a curriculum which informed and delivered along-side industry partners.

"We want young people to show high levels of responsibility, use their initiative, have strong communication skills and be able to work with others... that is why Universal Music Group will be working with ELAM "

David Joseph, CEO Universal Publishing Group

About Music at ELAM

ELAM has established itself as a leader in music education, helping young people to prepare themselves for work within in the industry. Initially, ELAM built its curriculum around the BTEC qualification framework however has since relaunched in 2019 with the UAL qualification at the heart of a new project-learning approach. We aim to help trainees understand what their identity is, whether that be as a performer or producer etc. Our course is designed to help them build towards their goal whilst at the same time being inspired in all areas of music in order to keep them inquisitive and open-minded. Academic and career development go hand in hand, with our trainees achieving some of the highest value added scores from around the country as well as trainees going on to work into all levels of the industry, from artists to A&R agents and artist managers.

Role Purpose & Description

The successful candidate will join ELAM in September 2020 and manage the Music Department.

The Head of Music will take responsibility for the development of the overall curriculum with the aim to prepare our young people for careers in the music industry.

ELAM's industry ethos and Values will influence the work of all of our teachers as they construct powerful and relevant learning experiences that are 'plugged-in' to the sector. The Head of Music should therefore have an interest in exposing trainees to the many areas of the music industry through engaging with industry partners.

Person & Role Description

ELAM Community

Role will include:

- To guide students' academic, personal and professional development in accordance with the school's guidelines and procedures.
- To exercise a commitment to ELAM's values and stated ethos.
- To support and promote the school and department code of practice regarding discipline, professional conduct and equality of opportunity.
- To attend whole staff, departmental meetings, INSET and selected SLT meetings
- Guiding a tutor group through their journey at ELAM, supporting their professional behaviour and communicating with all relevant stakeholders.

You will:

- Be committed to ELAM's vision of creating industry professionals, understanding the importance of academic, personal and professional development.
- Embody our 'growth mindset' approach as a highly ambitious, reflective practitioner who actively seeks out feedback at every opportunity
- Be a team player, highly committed to working collaboratively to implement and refine ELAM's processes and systems, events and gigs.

Leadership

Role will include:

- To be responsible for culture of music cohort, providing vision and clarity of direction for trainees and staff through an informed and industry-focussed curriculum, making opportunities for cross centre collaboration and embedding the ELAM Masterclass programme.

- To be responsible for all quality assessment, recording, moderation and reporting issues within the department as well as acting as Quality Nominee and link between music curriculum examination boards.
- To report to SLT and governors on the successes, challenges and developments of the department and to undertake any other duties or delegated one-off tasks at the reasonable request of the SLT.
- To line manage department staff, providing effective leadership across the department ensuring that they have clear direction and understand the importance of their contribution to the success of the Academy and are held to account for their actions
- To lead and support Department staff in their duties and professional development, ensuring performance management for department staff is managed and carried out effectively and in a timely fashion.
- To manage relationships with industry partners's engagement with real-world learning assignment brief as well as ad-hoc opportunities for trainees to apply for.
- To work alongside Recruitment Manager in designing, running and decision-making of applications and the application process including cultivation events.

You Will:

- Be passionate about maintaining an up to date awareness of music, educational/industry advances, and personal and professional development.
- Have strong evidence of an excellent track record in securing outstanding progress for trainees from all backgrounds, ideally within the UAL qualification.
- Be highly organised with a track record of designing curriculum as well as motivating and managing staff.
- Demonstrate high levels of ICT proficiency in order to carry out your duties.

Teaching

Role will include:

- Contributing to our unique, bespoke music course through planning and delivering a diverse, relevant curriculum using innovative methods.
- Contributing to trainees achieving aspirational outcomes in line with ELAM's challenging target grade policy.

You will:

- Lead by example as an excellent classroom practitioner.
- Be confident planning and delivering schemes of learning with a track record of using these to inspire, engage and develop trainees.
- Be committed to embedding a range of culturally diverse and relevant industry links in lessons to inspire our trainees to buck trends.

Salary and how to apply

Salary: £38,500 - £47,500 (dependent upon relevant experience and current position)

The start date for this role would be **September 2020**, with ELAM looking to engage with the appointed candidate prior to this.

This post is subject to receipt of a satisfactory Enhanced DBS Check

To apply for this role please complete [this form](#).