

EAST LONDON ARTS & MUSIC

**ELAM**

THE INDUSTRY ACADEMY

# PRINCIPAL

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East London Arts and Music



# Welcome,

As ELAM marks its 10th anniversary, we are excited about the next chapter in our journey. Over the past decade, ELAM has built a reputation for success, with exceptional alumni making their mark in the creative industries. We are now looking for an inspiring leader to guide ELAM through this next period of growth and opportunity.

Diversity and opportunity are central to our ethos. We believe in providing an environment where every young person, regardless of background, can thrive and achieve their potential. Our focus is on opening doors to success for all.

While ELAM and our partner schools may look different from the outside, what defines us is our focus on people and leadership. You do not need to come from a creative background to lead ELAM. If you are passionate about empowering others, achieving high standards, and making a meaningful impact, we look forward to hearing from you.

**Shelley Gonsalves - Chair of Governors**

**Will Kennard - Founder and Vice Chair of Governors**



DAYONE  
TRUST

# ABOUT US

Day One Trust Schools



# About the Day One Trust

I am proud to lead the Day One Trust, which includes ELAM and the London Screen Academy, schools dedicated to providing young people, regardless of background, with a world-class education in the creative industries. Our mission is simple: every student will leave us equipped with the skills, knowledge, and confidence to excel in their chosen fields and contribute to society.

At Day One Trust, we believe excellence in education stems from developing people. By investing in our students, staff, and leaders, we foster a culture of collaboration, ambition, and continuous improvement, where everyone has the chance to thrive academically and personally.

Our schools are intentionally small, ensuring every student is known, supported, and empowered to succeed. With high standards and a focus on creativity and growth, we provide opportunities for every young person to reach their potential and grow with us.

**Jeremy Palmer - Chair of Trustees**





est. 2014

Originally established with a focus on music, ELAM has since expanded to include games design and film, reflecting the breadth of opportunities in the creative industries. Our students thrive in an environment that combines high expectations with industry expertise, preparing them for exciting careers in creative fields.

Number of students: 300  
Last Ofsted - May 24' - Outstanding



est. 2019

LSA was created to build on the achievements of the UK film and TV industry, ensuring a strong pipeline of diverse talent. With its specialised curriculum and close industry links, LSA provides students with the skills and experiences they need to excel in screen storytelling and production.

Number of students: 860  
Last Ofsted - May 23' - Outstanding

# SCREEN ACADEMY FOUNDATION

The Screen Academy Foundation (SAF) is an independent charity that fundraises for, and gives grants to, both LSA and ELAM. This funding provides students with world-class facilities and equipment, unique opportunities to engage with the creative industries, services to support their mental health and so much more.

With fundraising professionals embedded in both schools, SAF is delighted to work in partnership with the Principals and school leaders at LSA and ELAM to build and nurture long-lasting relationships with our incredible industry partners and donors.

**Nancy Horlock - Screen Academy Foundation Director**





# ABOUT THE ROLE

ELAM Principal

# Role Overview

As Principal, you will lead ELAM into its next decade, driving its vision, sustaining its culture of excellence, and shaping the future of creative education. This role, like any Principal position, requires wearing many hats, from operational management to strategic leadership, all while fostering an environment where staff and trainees can thrive. Key priorities include:

- Leadership Development: Build and empower a strong leadership team to ensure sustained excellence.
- Vision and Impact: Strengthen ELAM's influence within the Trust and the wider creative industries.

We are looking for an experienced leader with a deep understanding of education, pedagogy, and the ability to inspire young people. While a background in the creative industries is not essential, you must be able to lead an organisation that prepares trainees to excel in creative fields.

This is an opportunity to make a lasting impact, helping diverse young people succeed and ensuring ELAM continues to thrive as a values-driven organisation.

# Role Responsibilities

- People Leadership: Inspire and empower staff, trainees, and stakeholders to achieve their best. Build and maintain a collaborative and inclusive culture that values diversity and equity.
- Creating Safe and Inclusive Spaces: Ensure ELAM remains a nurturing and safe environment where all trainees and staff feel supported and valued so they can do their best work.
- Strategic Leadership: Develop and implement the strategic vision for ELAM, aligning with its mission to identify, support, and connect diverse creative talent.
- Operational Excellence: Oversee the smooth running of the academy, ensuring compliance with educational and operational standards.
- Positive Outcomes and Destinations: Manage and oversee the school's operations to ensure trainees achieve positive outcomes and progress to successful destinations in further education, employment, or creative industries.

# Role Responsibilities (cont)

- Monitor the quality of teaching and use data to track the performance of staff and students, fully aligning outcomes with the professional development available to staff;
- Regularly report to, and utilise support from, the Local Governing Body to maximise opportunities for the trainees at ELAM;
- Make sure that the school is safe at all times for all stakeholders;
- Work closely with all stakeholders to ensure all inspections and expectations have excellent outcomes.
- Control school finances and ensure value for money is always sought;
- Ensure that communication with all stakeholders is always in line with the ELAM vision, values and voice;
- Self-Awareness and Resilience: Model reflective practices and a growth mindset, fostering a culture of continuous improvement and resilience across the organisation.

# Person Specification

- Inspirational and emotionally available leader
- Excellent communicator
- Highly organised and attentive to detail with strong IT skills
- Unwavering belief in the vision of ELAM
- Ability to maintain composure in all situations
- Constant desire to improve self and others
- Commitment to Diversity and Inclusion: A deep understanding of the importance of creating equitable opportunities and inclusive spaces.
- Qualified teacher

Please note: there is no expectation that you have completed NPQH or similar.

# Role Details

- Reports to: CEO, Day One Trust
- Start date: End of August 2025 ready for September 2025
- Salary: L26 - L33 (£101,459 - £118,686)
- Location: Bromley-by-Bow, London





# ABOUT THE PROCESS

How to Apply

# Information Events

It is strongly recommended that you visit the school if you haven't already been.

We are looking for a Principal who will see this as a long-term commitment to our community.

We therefore invite you to sign up to an information event on either:

Wednesday 12th Feb: 10:00 - 12:00

Wednesday 26th Feb: 10:00 - 12:00

[SIGN UP HERE](#)

# How to apply

Please read our 'Safer recruitment' statement on the following pages below.

[Follow this link to complete an online application form.](#)

The deadline for application is 28th February at 5pm. We encourage early applications. Applications will be reviewed as and when they are received.

Suitable candidates will be contacted and invited to attend a virtual/telephone screening.

In-person interviews will be held across two consecutive days on the 19th and 20th March 2025.

If you'd like to have an informal conversation to discuss the role, please contact Rebecca Cramer directly at [rcramer@elam.co.uk](mailto:rcramer@elam.co.uk). We've chosen not to work with a professional headhunter for this process because we firmly believe that great school leaders attract other great school leaders. Rebecca, as the CEO of the Reach Foundation, understands firsthand what it takes to lead a school, and she is committed to working with us to find the best candidate for this role.



# Safer Recruitment

Day One Trust Schools are committed to safeguarding and promoting the welfare of children and young people. In order to meet this responsibility all candidates will be subjected to a rigorous selection process to discourage and screen out unsuitable applicants. This process is outlined below. Please do not hesitate to contact the school if further detail is required.

## **Disclosure**

This post is classified as having substantial access to children, and appointment is subject to an enhanced police check of previous criminal convictions (DBS). Applicants are required, before appointment, to disclose any conviction, caution or binding over including 'spent convictions' under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020). Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar individuals from employment – this will depend upon the nature of the offence(s) and when they occurred.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

### **Interview**

Candidates will be subject to an in-depth, in-person interview and assessment, along with a telephone interview in some circumstances. At each stage of the process candidates will be asked to address any discrepancies, anomalies or gaps in their application form or arising from information gained at the previous stage of the recruitment process.

### **Reference checking**

References from the previous and current employers will be taken up for shortlisted candidates, before interview, and where necessary employers may be contacted to gather further information or address any discrepancies, anomalies or gaps in the reference provided.

### **Online searches**

Keeping Children Safe in Education (KCSIE) asks schools to carry out online searches on shortlisted candidates as part of the process of assessing suitability.

A woman in a grey hoodie is aiming a bow in a dimly lit room. She is looking intently at her target. In the background, other people are visible, including a woman in a black top and another in a grey hoodie. The room is decorated with string lights and a whiteboard. The overall atmosphere is focused and competitive.

**THE END**