

EAST LONDON ARTS & MUSIC



THE INDUSTRY ACADEMY



Teacher of Digital Art

Start Date: September 2020

Application Deadline: 23rd February

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 like Sports Interactive, Creative Assembly, King, Space Ape Games and Chucklefish. 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, reading "M. Nelson".

Mik Nelson

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 Schlusel – 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 class 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 deliver the Digital Art component of ELAM's *Games Design and Development Programme*.

The Teacher of Digital Art will work with the Games Design and Development department to 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 Teacher of Digital Art should therefore have an interest in developing contexts within the creative industries for exploring Games Design.

"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

Role responsibilities

- Work as part of ELAM's Games Design and Development department to implement ELAM's Vision and embed its Values across every aspect of the school;
 - Work closely with the Games Design and Development Department to develop the Games curriculum including schemes of work and assessment materials with a focus on meeting the individual needs of each ELAM Trainee;
 - Collaborate with ELAM's industry partners to provide learning experiences and opportunities that align with ELAM's ethos and Values;
 - Use data and other contextual information to inform practice at all times;
 - Model ELAM's Values and work closely with the Trainees to exhibit these positive behaviours;
 - Regularly collect data to evidence Trainee progress towards intended outcomes and engage with target setting, monitoring and interventions;
 - Take an honest and open approach to teaching practice and welcome opportunities for feedback and development;
 - Play an active pastoral role as an Academy Tutor and ensure that our Trainees' emotional and social needs are met and that they feel part of our overall community;
 - Engage with the ELAM Extended Day by providing opportunities for ELAM's Trainees outside of the teaching day;
 - Actively promote the achievements of Trainees; and
 - Safeguard and promote the wellbeing of all Trainees and provide learning experiences that are personalised to their needs.
-

Person specification

Qualifications

- Undergraduate degree (Essential)
- Qualified Teacher Status (Desirable)

Experience

- Able to provide evidence of high performance of successful Art, Graphic Design or Games Design teaching across all ability ranges;
- Experience of using data and other contextual information to inform practice;
- Track record of achieving outstanding results;
- Experience of working in a values driven environment (desirable).

Skills

- Outstanding classroom practice with a proven record of ensuring the excellent progression of students across all abilities (Desirable);
- Confident understanding of Adobe Photoshop and After Effects
- Competence in 3D Art/Modelling
- Excellent organisation and planning skills;
- Outstanding interaction skills;
- Skilled at implementing a student culture of high expectations and achievement;
- Able to coach and support Trainees individually as well as in groups; and
- Able to innovate to achieve ambitious outcomes.

Characteristics

- Takes a proactive approach to their professional work and regularly goes the extra mile;
- Engaging and able to quickly build rapport with young people;
- Passionate about using ELAM's Vision to deliver outstanding outcomes;
- Able to establish good working relationships with staff, Trainees, parents and other relevant stakeholders including external agencies;
- Takes an honest, respectful and empathetic approach to people and situations;
- Willing to have a strong, open and honest relationship with colleagues;
- A belief in the capacity for achievement in spite of circumstance;
- A collaborative commitment to CPD and strengthening pedagogy; and
- A strong aptitude for learning to continuously develop personally and professionally.

"There's a lot of talent that has come from here, but there's a lot more talent that can come."
Shina, East London young entrepreneur

Salary and how to apply

Salary: £28,726 - £44,376 (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](#).

Closing date: Sunday 23rd February 2020