

Dear Applicant,

For a long time it has been evident that many creative young people - particularly those from marginalised communities - miss their calling due to a lack of industry opportunities, low-level recognition of their talents and a failure to develop sector relevant skills.

We do not believe that circumstance should ever be a barrier to any young person's ability to realise their potential and we have made it our mission to show how talented young people can thrive and succeed in the creative industries. This would have several benefits. It would benefit those individuals directly with careers shaping the creative and culture landscape, it would benefit the creative industries themselves with talented creatives from diverse backgrounds and it will benefit future generations. It's hard to 'be it if you can't see it'. We want our talent to be successful and 'seen' so future generations believe - justifiably - that they can do it too.

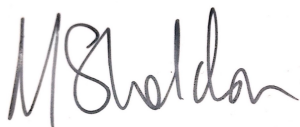
ELAM was founded as a result of a deep and genuine partnership between devoted and visionary educators and professional creative industry collaborators. We are supported by and collaborate with Universal Music, Ridley Scott Creative Group, You Tube, Vevo, GRM Daily and a range of other organisations and individuals who share our commitment to talented young people who might not otherwise get the chance to shine. Together, we are able to push pedagogical boundaries and create a truly world-class educational experience for our learners.

ELAM is not your typical school. We combine incredibly high standards with compassion and care; we aim to be more focussed on preparing for industry than being a school. We wish to build a learning environment that is rigorous, personalised and always 'plugged-in' to the real world. As such, we are looking for an innovative, outstanding and dedicated individual to help us prepare our talented students to thrive in the world they face tomorrow.

We believe we can radically change access routes to the creative industries which will benefit children for many future generations. I genuinely believe that this is a rare chance for a talented and passionate leader to carry on the work of designing, building and delivering what will be a transformative and influential vision for increasingly representative creative industries - locally, nationally and internationally.

If you also deeply believe in the potential of talented young people, their potential to succeed and to pave the way for future generations then please consider applying for this role - we look forward to meeting you.

Best Wishes,

A handwritten signature in dark ink, appearing to read 'M Sheldon', with a stylized, cursive script.

Matt Sheldon
Principal