



JOB DESCRIPTION	
Job Title	Creative Director GYA
Department	Guildhall School of Music & Drama - GYA
Grade	G
Location	Guildhall School of Music & Drama
Responsible to	Director of GYA & Safeguarding
Responsible for	Cross Network Education and Creative Projects, Management of external relationships, teaching staff, casuals, freelancers and graduate assistants

Guildhall Young Artists

Guildhall Young Artists is unique within the conservatoire section and is a national Network of 6 Centres – Junior Guildhall, Centre for Young Musicians, GYA Taunton, GYA Norwich, GYA Kings Cross and GYA Online. Officially launched in 2023 the network has received high public acclaim offering specialist arts education to over 1,600 throughout the UK and abroad, a unique offer in the sector. In addition, GYA manages 3 full scale Symphony Orchestras 1 at Junior Guildhall and 2 holiday courses Norwich Country Youth Orchestra the London Schools Symphony Orchestra and the Norwich Country Youth Orchestra which undertake high profile tours in the UK and Abroad. The LSSO is currently involved in an international partnership with Carnegie Hall as well as a pioneering programme with a conductor in Residence Scheme in Association with Black Lives in Music.

As an internationally leading and recognised creative community for sustained interdisciplinary learning in music, drama, and production arts, within the UK and beyond, GYA is now poised for significant expansion particularly through the Online centre and developing international partnerships. On the next 5 years we are looking at significant expansion through international hybrid centres and opening more GYA centres across the UK.

GYA provides essential progression opportunities for students across the UK to develop their skills to their full potential with clear pathways to higher education and employment. It is an essential recruitment pipeline for senior Guildhall with 15 students from last years GYA leavers progressing to the undergraduate programmes last year.

In addition, GYA provides opportunities for undergraduate and post graduate students to undertake residences in our centres which provide essential learning experiences. A Graduate Assistant programme which trains an annual cohort of students giving hands on experience on GYA Kings Cross.

We want to now build on the success of this work, offering a more ambitious business plan to take GYA to 2030 with a range of highest quality industry collaborations and even more opportunities for our students:

- Deliver a unique integrated programme which enables students to progress and develop their skills to the fullest including highest calibre industry links
- Act as a high profile example of the entrepreneurial, innovative and sustainable institution Guildhall aspires to be, through growing an income stream for this work and demonstrating good return on investment.
- Grow our students and audience through major events in order to recruit a more diverse range of students, and build the GYA brand beyond current demographics
- Build exciting partnerships driving new collaborations with industry leaders as well as sustaining and developing ongoing partnerships e.g. Cameron Mackintosh.
- Tap into funding schemes and philanthropic support to develop the next phase of GYA creative work
- Work on quality enhancement across the network to maximise progression to Guildhall School

Purpose of the role

The Creative Director for GYA will work closely with the Director of GYA and Safeguarding to have creative oversight of the educational work across GYA Centres. This role is directly responsible for cross GYA projects, and the development of GYA's artistic vision more broadly. This innovative role will be responsible for liaising with industry leaders in the UK and abroad and to develop extraordinary projects and delivering these projects to an exceptional standard. They will be responsible for the assurance of quality in terms of both artistic excellence and technical execution.

The Creative Director for GYA is responsible together with the Deputy Director of GYA for building and growing the business model for cross network events, This role will oversee the Creative work across the network but on a weekly basis the work at GYA Kings Cross as the only centre currently offering integrated music, drama and production arts training for young people.

A significant part of this role will be to manage all aspects of the Graduate Assistant programme and focus on opportunities for HE students and graduates to develop their teaching skills throughout the GYA network.

They will have significant responsibility for the successful delivery of GYA programmes in the network including whole school collaborations.; all creative planning elements including the management of resources, and staffing, musical direction, and engagement with industry and other external stakeholders.

The Creative Director will be key to enable new initiatives over the next 5 years including the development of international partnerships to enable GYA online to deliver the international hybrid model and will lead on the development of teacher training initiatives. Horizon scanning and matrix management will be essential in building positive relationships with industry and educational networks across the UK and Abroad,

Key Relationships

- Director of GYA – Line Manager
- Deputy Director GYA

- Heads of GYA Centres
- GYA teaching staff
- Vice Principal & Director of Drama
- Vice Principal and Director of Music
- Vice Principal and Director of Research & Innovation
- Vice Principal & Director of Production Arts
- Heads of Music, Drama and Production Arts
- Head of Finance
- Head of Access & Participation
- Head of Innovation
- Head of Advancement

Duties

1. To lead and implement the creative strategy and vision for cross GYA initiatives in the UK and abroad. The creative strategy will articulate the artistic direction for GYA, including the brand values, the kind of artistic partners it will aim to develop relationships with, and the kind of artistic work it will engage in – combining cutting edge performance with high quality creative content. It will also demonstrate how the quality and innovation of the artistic work will help to deliver the wider strategic aims of the Guildhall School’s overarching strategic plan, and align with the City of London Corporation’s Corporate Plan.
2. To develop existing activity and start exciting projects from scratch producing a project plan for each activity aligned with the GYA Business plan and develop the artistic strategy, in conjunction with the Director of GYA.
3. To develop the creative content and design for all cross GYA projects either taking the creative lead directly, or engaging and managing the appropriate freelance creative specialist(s) to deliver the work.
4. To represent GYA at the highest level externally being responsible for delivering high quality projects to deadline and looking for opportunities to develop these in conjunction with other institutions such as corporate companies and sector leading arts organisations.
5. To be responsible for achieving forecast income and to grow revenue from projects to meet the financial targets set out in the wider GYA Business plan.
6. To work closely with the Director of GYA to develop the international aspects of GYA including the hybrid course. To scope international partnerships and venues and pitch to potential investors and collaborators. To respond to public tenders and calls for proposals, as well as invitations to pitch to corporate clients and together with Director GYA, to build new commercial, artistic and educational alliances and collaborations.
7. To work closely with the Deputy Director of GYA to ensure the projects support the overall GYA business plan and develop a robust mechanism to track income and expenditure with support from the finance team. To ensure that City of London policies and procedures are followed.
8. To support the Director of GYA in building strong and mutually rewarding relationships. To see beyond explicit assignments and identify broader, long-term opportunities to position GYA

internationally. To understand what makes a great educational experience, and to be able to build this into proposals and articulate this with influence.

9. To keep abreast of new developments across the arts and education settings including new technologies, emerging/ future trends and have a good understanding across all 3 elements of music, drama and production arts and encourage progression to Guildhall School liaising closely with key HE and GYA colleagues.
10. To inform and drive innovation across GYA and the wider School. To facilitate the development of innovative cross-discipline creative processes, culminating when appropriate in high profile performance and illuminate our education work across all genres.
11. To manage, sustain and develop the graduate assistants scheme. To liaise with HE departments delivering teaching skills presentations and recruit, train and support recent graduates to enable them to train and support in the programmes at GYA Kings cross and other projects. To identify and foster the 'talent pipeline' for future freelance staff graduating from Guildhall programmes.
12. To manage staff in all areas of recruitment, induction, appraisal and discipline for short term projects and longer term as GYA grows. To provide formative guidance and constructive criticism to freelance consultants engaged in projects including creative producers. To be ultimately responsible for moving ideas forward throughout the project development process from concept to completion.
13. To take responsibility for ensuring that GYA meets all quality assurance, safeguarding and health and safety requirements managed at project level.
14. To report against performance regularly to required meetings and committees
15. To work with the marketing and communications team for advertising or promotional campaigns for both external projects and recruitment and to work proactively with Marketing to produce marketing content and collateral.
16. To actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
17. To actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
18. To undertake any other duties that may be responsibly be requested appropriate to the grade.



PERSON SPECIFICATION	
Job Title	Creative Director of Guildhall Young Artists
Department	Guildhall School of Music and Drama - Guildhall Young Artists
Grade & Level	G
Trent Position Number	JEC1398

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below.

Professional Qualifications / Knowledge/ Relevant Education & Training

- Significant teaching and/or performing experience in the specialist Under 18 sector
- A degree or equivalent in a relative field or possess an equivalent level of skills knowledge and experience (A,I)
- Specific and high level technical knowledge in performance (A,I)
- Experience of teaching and mentoring students at HE level (A,I)
- Significant industry experience in professional business/education and performance settings. (A, I)
- Significant ability to lead on all aspects of cross network business planning, marketing and development, industry partnerships and quality assurance associated with all GYA activity. (A, I)
- Substantial knowledge of standard processes and expectations of the under 18 education sector, including recruitment, safeguarding, the facilitation of student-centred learning, assessment, and quality assurance. (A, I)

Experience Required

- Experience in conservatoire music teaching and working with students – with experience in drama and production arts (A, I)
- High level of professional experience in music for performance (A, I)
- Significant experience of managing projects including music, drama and production arts including digital and performance technology (A, I)
- Proven track record of successfully delivering on financial targets and other KPIs (A,I)
- Experience of managing complex, high profile projects (A, I)
- Experience of leading negotiations and influencing key decisions at a senior level (A, I)
- Proven success in presenting and pitching to clients, stakeholders and funders (A, I,)
- Experience of working with marketing and media specialists on promoting flagship projects (A, I)
- Excellent collaboration skills, and significant experience in partnership working (A, I)
- Experience of contributing to curriculum development in an HE setting (A, I)
- Experience of managing staff, casuals and freelancers (A, I)

- Experience of writing reports and committee papers (A,I)
- Excellent interpersonal and team working skills (A,I)
- Proven ability to lead a team. (A) (I)
- Experience of managing budgets. (A, I)
- Experience of working independently under pressure. (A,I)
- Ability to anticipate, negotiate and solve problems to ensure a successful outcome. (A, I)
- Excellent time management skills and able to prioritise and manage own workload. (A, I)
- Proven track record of working in the performing arts/production field within a specialist education setting. (A, I)

Technical Skills and Knowledge

- Very good written and verbal communication skills (A,I)
- An organised approach to work (A,I)
- Proven ability to establish and maintain effective relationships at all levels and in particular to inspire and motivate staff and students. (A, I)
- Excellent interpersonal skills including developing effective and mutually beneficially relationships with students, parents, partners and colleagues. (A, I)
- Excellent written communication skills in order to develop and maintain departmental aims in accordance with artistic and educational objectives. (A, I)
- Excellent oral communication skills with the ability to influence, inform and lead students, staff and other colleagues, and forge successful relationships with partner organisations. (A, I)
- Significant ability to operate as part of a team through consultation, cooperation and evidencing mutual professional respect. (A, I)
- Ability to use a range of IT systems and resources confidently and to good effect in relation to communication and in support of pedagogy and business development. (A, I)

Other Relevant/Desirable Information

- Teaching or masters qualification in music/drama/performing arts/education. (A, I)

The role involves some travel across the country to visit GYA Centres and network with partners and occasionally internationally

Normal working hours: The post holder will be expected to work Tuesday - Saturday during term time and Monday to Fridays outside of term time.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

The salary range for this job is £63,910 – £72,390 per annum (pro rata) including Inner London Weighting per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

This position is offered on a permanent basis.

Hours of Work

Normal hours of work are 21 hours per week excluding lunch breaks, Tuesday to Saturday during Term time and Monday to Friday outside of term time but may be subject to variations agreed with your manager. You may be required to alter your working pattern in accordance with the needs of the service. The post holder shall be expected to work the hours necessary to carry out the duties of the position

Frequency and Method of Payment

This is a monthly paid appointment, and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days (pro rata) annual holiday plus Bank Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. If you do not wish to join the Scheme you must make a formal declaration stating, you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount

of continuous service which you have will affect your entitlement to certain contractual benefits, for example, annual leave, sick leave, and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six-month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

One full Academic Terms' notice in writing by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in-house programme covering more general training needs.

Employee Volunteering Programme

The City Corporation, in line with its aims, to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part-time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.