



# **CANDIDATE BRIEFING DOCUMENT**

## **FEDERATION OF MUSIC SERVICES**

### **CHIEF EXECUTIVE**

#### **MARCH 2010**

## 1. BACKGROUND INFORMATION

The Federation of Music Services represents 98% of all Music Services across England, Wales, Northern Ireland, Isle of Man and the Channel Isles and has 159 members. By reaching out to teachers, pupils and other music organisations throughout the country, the FMS has created a nationwide network of educational excellence, embracing a wide variety of musical genres and innovative teaching methods. Its members are at the hub of instrumental and vocal music education, providing a major influence in the renaissance of music in schools today.

The FMS's mission is to make every child's music matter, make every music teacher matter and make every Music Service matter. Its members turn the aspirations of a musical nation into reality every school day in classrooms up and down the country. By 2011, over 2 million pupils (80% of KS2 children) will have had the opportunity to learn a musical instrument for a year for free. The FMS strongly believes that music education should not just be about identifying and developing talented individuals, but should provide access to music for everyone.

In addition to representing and supporting local Music Services, the FMS plays a pivotal role in the strategic development of music education, helping to set the agenda for music policy in schools. Working closely with a number of government departments and public bodies, including the Department for Children, Schools and Families (DCSF), OfSTED and the Qualifications and Curriculum Development Agency (QCDA), as well as fellow music organisations such as the Music Education Council (MEC) and the National Association of Music Educators (NAME), the FMS acts as the main communication channel for music services to the key decision-makers in music education.

The FMS also plays an important role in campaigning and lobbying on behalf of music services and music education to central and local Government. The government provides £82.5m for music education to Local Authorities, which in most cases is channelled through their music services. The amounts received by each service are arbitrary and vary enormously and the FMS is lobbying to establish a more even distribution of funding for music education around the country.

Through its research and development programme, the FMS monitors and measures the effectiveness and positive impact that exposure to music has on the development of children across all musical spectrums, particularly during the formative KS2 years. It co-ordinates a comprehensive self evaluation and peer moderation programme, being undertaken by all services in England, and offers a ten day leadership course as part of its CPD programme.

Every year, the FMS holds a major conference, which attracts high profile speakers and provides a forum for debating the broader issues in music and education. It is well attended by delegates from the music sector around the UK and overseas. A number of one day conferences are also held covering specific, topical issues.

The FMS is a charity and a limited company run by an Executive Committee selected from its members. There is an annual turnover of c. £250,000 made up from members' subscriptions, the annual conference and some sponsorship. In addition the FMS receives a grant of c. £350,000 for self evaluation of local authority music services and is responsible for distributing £10m a year of government funding to local authorities for the purchase of musical instruments. This arrangement is due to continue for one more year.

The Executive Committee is seeking a new Chief Executive who will help to instigate change and growth in the Federation and will work with its membership towards a more forward looking way of operating. In particular, the Chief Executive will need to engage with the new government, advocating strongly for music services to ensure that music education and the services that support it are protected and in a position to reach every child.

## **2. THE ROLE**

The role of the Chief Executive is to provide strategic leadership and management for the organisation, support and advice for the Executive Committee and regular communication and engagement with the membership. A major part of the job will be to represent the views and best interests of FMS to National and Local Government, the media, the Higher Education sector and any other relevant stakeholders and key decision-makers.

The Chief Executive reports to the Executive Committee and oversees a small team of three part-time staff working in the FMS office in Otley, Yorkshire. The post holder acts as the Company Secretary and main external representative for FMS.

## **3. RESPONSIBILITIES**

### ***Leadership and management***

- With the Executive Committee, develop FMS strategy and policies, leading on matters of governance and implementation of decisions.
- Oversee the efficient running of the FMS office, providing staff appraisals and training where appropriate.
- Support the member services by providing up-to-date information, business strategies and a help-line for Heads of Music Services, facilitating practical support where appropriate.
- Organise major FMS events including the Annual Conference, advising on theme, content and format; oversee all arrangements, including venues, speakers and exhibitors and planning schedules.
- Take responsibility for the continued development and implementation of the self-evaluation and peer moderation programme for all Music Services.
- Lead the development and implementation of FMS initiatives, initiating new programmes and courses in consultation with the Executive Committee and members.

- Ensure the financial stability of FMS, setting and monitoring the annual budget; liaise regularly with the Hon Treasurer in the preparation of detailed accounts as required by the Executive Committee.
- As Company Secretary, ensure compliance with Company and Charity law and the prompt production of annual accounts for submission to Companies House and the Charity Commission.
- Hold responsibility for all legal obligations and requirements for FMS including Health & Safety, Insurance, Employment Law, Data Protection, CRB checks, etc. Advise Member Services on their obligations where appropriate.
- Attend and service executive meetings, reporting to the members on FMS activities and ensuring that members are briefed and in possession of relevant data and information that will help them to make informed decisions.

### ***Strategic Relations and Representation***

- As the key representative of FMS, provide excellent advocacy for the organisation, promoting and raising the profile of the Music Services with key decision-makers and opinion-formers and continually seeking opportunities to further their aims and interests.
- Represent the views and best interests of FMS to National and Local Government, the media, the Higher Education sector, and other bodies in conjunction with the officers and members of the Executive Committee.
- Represent the FMS at conferences and meetings, including the DCSF, the National Music Council, the Music Education Council, the Arts Council, Youth Music, Music Industries Association, etc.
- Maintain good relations with FMS's funding partners and commercial sponsors, including the DCSF, ABRSM and Yamaha.
- Seek out and develop new income streams for FMS initiatives from public and private sources, including Government agencies, commercial sponsorship and Trusts and Foundations.
- Attend Music Services regional meetings in an advisory capacity to support the regional network of FMS members.
- Increase membership by recruiting new organisations and music services to FMS.

## 4. PERSON SPECIFICATION

### Experience and knowledge

#### *Essential*

- Educated to degree standard or equivalent.
- Experience working as a senior manager in the music or arts education sectors.
- Experience in developing and implementing business plans.
- A proven track record in the successful management of significant budgets.
- A proven track record in fundraising.
- Experience in establishing and managing strategic partnerships.
- Experience in networking, lobbying and advocating at the highest political levels.
- A broad knowledge and understanding of educational and cultural issues
- Knowledge of, and interest in, a wide variety of music.

#### *Desirable*

- Experience of working or collaborating with professional musicians, music teachers or artists.
- An up-to-date knowledge of current research in music and education.
- Some knowledge of UK arts and education funding systems.

### Skills and qualities

- Strategic planning and creative thinking skills
- Administrative and management skills.
- Excellent presentation and communication skills, both written and oral.
- Outstanding inter-personal skills.
- The ability to support and/or broker appropriate support for members of FMS as necessary.
- The ability both to lead and to work effectively as part of a team.
- Politically astute with the ability to move comfortably and effectively in government circles.
- A persuasive and skilful advocate.
- A vision for and a commitment to the provision of music services and to music education.
- The willingness to seek and represent the views of the membership of FMS at all times.
- An accomplished and effective user of ICT.

#### *Desirable*

- An able and respected educator and musician.

## 5. TERMS AND CONDITIONS

The FMS offices and management team are based in Otley in Yorkshire, but the Chief Executive will not be expected to work there on a permanent basis if the location is not within easy commuting distance. The job requires regular travel around the country and frequent meetings in London and previous CEOs have found it easier to work flexibly from a home office as required.

**Salary** £50,000 for 200 days per year. The Chief Executive is expected to be available for at least 200 days per year and for a minimum of 4 days per week during normal school term times.

Although the job is presently offered on a part-time basis, should the post-holder raise additional funds towards an increased salary in the future, the Executive Committee will consider whether it can become a full-time role.

**Contract** The contract is offered initially for a three year period with the potential to be reviewed annually.

**Probation** 6-month probation period

**Notice** A minimum of 3 months' written notice on both sides.

## 6. HOW TO APPLY

If you would like to apply, please send a cv and covering letter stating why you think you are suitable for this position to Heather Newill, Director, AEM International by email to [hnewill@aeminternational.co.uk](mailto:hnewill@aeminternational.co.uk) or by post to AEM International Ltd., New Road, Framlingham, Woodbridge, Suffolk IP13 9AT. Applications must be received by Monday, 29<sup>th</sup> March. Interviews will be held in late April.

For further information, please contact Heather Newill, Director, AEM International Ltd. Arts Entertainment Media Executive Search  
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