

Job Title: Business Development and Engagement Manager ref TLI8.11

Initially covering Windsor, Maidenhead and Ascot areas

This role is a key position within the Middle Leadership Team of Berkshire Maestros and is integral in enabling the organisation achieve its long-term Strategic Plan. The post holder will provide inspirational leadership and direction for stimulating and increasing the musical engagement of children and young people across the region, and through the orchestration of high impact external facing activity, support the work of senior staff in building and sustaining external relationships and participation.

The Business

Maestros is a charitable trust and the lead organisation of the Berkshire Music Education Hub (BMEH). Each week during the academic year, Maestros provides high quality music education for children and young people (CYP) across Berkshire. Nearly 6,000 students receive weekly instrumental and vocal lessons in schools or at one of the numerous local music centres located across the county. Maestros also enables students to participate in a variety of orchestras, bands and choirs ranging from beginner to advanced groups and offers a comprehensive range of musical services to all ages, including Early Years and adults. Maestros aims to ensure that a wide variety of musical opportunities is available to children, members of the wider community and music practitioners across the sector.

Some aspects of the hub's provision are externally funded (e.g. through the annual DfE grant), enhanced further by revenue from parents, charitable trusts, commercial sponsorship, fund raising and from support from voluntary and community organisations. Maestros serves the five Unitary Authorities of Reading, West Berkshire, Wokingham, Bracknell Forest and the Royal Borough of Windsor and Maidenhead.

Vision

All children and young people in Berkshire will experience an inspirational, high quality musical education.

Primary Job Purpose

To ensure the ongoing musical success of the region by:

- leading Maestros' and the BMEH's engagement with customers, maintaining and increasing pupil participation in regional music making activities
- leading the development and communication of an inspiring model for learning which reflects the needs of local communities
- demonstrating successfully that commercial entrepreneurship can live happily beside the demanding requirements of education and music making, to the benefit of both.

Maestros' primary customers include parents, children, schools, wider community music and Early Years' groups.

Accountable to: the CEO, reporting to the Director for Strategic Hub Development

Principal responsibilities and objectives of the role:

1. provide visionary leadership and strategic direction to the teachers and teams delivering learning programmes, activities, workshops, courses and events
2. lead the development of imaginative and innovative ways to nurture interest and involvement in making music, broadening access and engagement for all participants and audiences
3. lead on the direction and implementation of unique, sustainable, impactful learning initiatives which engage children and young people in musical participation

4. lead the implementation of a range of programmes and activities ensuring there is equality of access, reducing barriers and reflecting diversity of talent and musical interest
5. ensure delivery of a range of creative learning experiences for all ages across the region in collaboration with colleagues, stakeholders and partners as appropriate
6. build and develop new partnerships, networks and relationships, facilitating conversations and the engagement of the wider local community, stimulating and increasing recruitment and participation
7. ensure integration between the regional team and other Maestros colleagues to provide the very highest level of educational expertise
8. assist with the formulation, delivery, communication and monitoring of the Hub and Maestros strategic plans, supporting, implementing and driving forward the Berkshire Maestros 2022 strategy; be the public face of Maestros for the region and the visible champion for its music education work locally and nationally
9. ensure all programmes and activities are thoroughly and regularly evaluated, liaising with Marketing to celebrate and maximise impact
10. be responsible for ensuring that the region's local music centres operate effectively within budget constraints and that financial reporting is accurate and timely
11. lead, mentor and inspire a team of assigned staff, reviewing performance and providing feedback
12. share and be inspired by Berkshire Maestros Core Values, culture and vision; modelling the overarching leadership competencies in all areas of work
13. undertake any other duties commensurate with the post that may be assigned by the CEO

Key Requirements:

The post-holder must:

- have substantial leadership experience of working at a senior level and proven experience of strategic development at a local or national level, preferably in an arts organisation, school or music hub setting, or similar
- qualified to initial degree 2:1 or above; post-graduate qualifications desirable
- have an excellent understanding of the current educational landscape
- have a good working knowledge of new media as a means of communication and learning to reach the broadest audience; understand how to utilise social media effectively to inform and mobilise customers and communities
- be forward looking, with a strong entrepreneurial attitude and the ability to take a 'big picture' view; a skilled leader with a passion for developing a high performing, highly engaged team
- be enthusiastic, energetic, innovative and creative
- demonstrate excellent organisational, administrative and communication skills
- be genuinely committed to collaborative hub and community working demonstrating a collegiate approach; able to work sensitively in partnership with public and private sector organisations
- possess advanced inter-personal and influencing skills with a range of stakeholders - professional artists, students, parents, schools and colleagues
- show flexibility in all aspects of work including evenings, weekends from time to time as necessary
- have the ability to travel widely across the region, and county when required – full driving license and a car is essential

This Job Description reflects the current situation and does not preclude change or development that might be required in the future. Other duties may be required in line with the current and/or future needs of the business.

Benefits include:

- Competitive remuneration dependent on skills, experience and qualifications, negotiable salary starting from £32k FTE
- This is a full-time contracted position
- Car allowance
- Travel expenses
- Pension
- Appropriate phone/media device/allowance
- 25 days annual leave (plus bank holidays)

Berkshire Maestros Core Values

- Ambition and access for every child and young person
- Excellence in practice
- Commitment to our partnerships and community working
- Respect, professionalism and investment in our colleagues
- Effective and evolving communication
- Positive and proactive approach
- Determination to drive continuous improvement and embrace change

Berkshire Maestros is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will be subject to an Enhanced Disclosure and Barring Service (DBS) check. Berkshire Maestros takes the responsibility of child protection very seriously and checks the suitability of staff and volunteers to work with children. Berkshire Maestros is an equal opportunities employer.