

## Head of Music

## Role Description

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| Salary grade: |  | E |
| Reference number: |  | HM |
| Team: |  | Arts |
| Reporting to: |  | Deputy Director of Arts |
| Line managing: |  | Relationship Manager (Music), Arts Development Enabler, Team Co-ordinator. |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, whereas many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

The Head of Music is a strategic leadership role requiring deep expertise in music sector development, cultural policy, and artistic excellence. You'll be an established practitioner with extensive experience in nurturing musical talent and building resilient, diverse creative ecosystems across Wales’s rich musical landscape. The candidate will have deep knowledge and expertise of at least one of these genres professionally—Classical, Opera, Jazz, Gwerin and Contemporary music—and demonstrate comprehensive understanding of the sector's needs and diverse audience requirements. Whilst we are open to applications that represent knowledge and understanding across any of these musical genres, we are particularly interested in applicants that have strong professional Classical backgrounds.

As an expert in music sector leadership and cultural development, you'll leverage your extensive professional experience to champion transformative musical initiatives that bridge artistic excellence with strategic sector growth. Your role demands sophisticated understanding of diverse musical ecosystems, enabling you to negotiate complex partnerships across musical institutions, performance venues, and cultural bodies while facilitating authentic collaboration in strategic decision-making processes.

You'll apply your specialist expertise to identify emerging sector needs, develop innovative programming frameworks, and create sustainable strategic approaches that support a thriving musical ecosystem. Your comprehensive knowledge of best practices will be essential as you lead transformative initiatives across all musical art forms—supporting excellence in performance and creation, expanding access to high-quality musical experiences, and establishing robust pathways for Welsh musical talent to flourish nationally and internationally.

Your executive leadership will ensure Wales’s music ecosystem authentically reflects the nation's distinctive musical heritage while fostering innovation and artistic excellence. Throughout all strategic initiatives, you'll integrate our key cross-cutting themes: promoting the Welsh language, addressing climate challenges, and advancing diversity and inclusion. As ACW's principal music specialist, you'll provide authoritative guidance that informs organisational decision-making while representing Welsh music interests across government, industry, and community stakeholders with exceptional sector knowledge, strategic insight, and collaborative leadership capabilities.

### Principal responsibilities

#### Leadership and Strategy

As part of your role, you will:

* Lead on the creation and implementation of music strategy with specific focus on music sector development that contributes to Arts Council overall, long term strategy as a member of the management board,
* Manage Relationship Managers, Enablers and Team Coordinators, providing mentorship to develop music expertise
* Advocate for ACW at music industry events, festivals, conferences, and stakeholder meetings
* Lead cultural development across the Welsh music ecosystem, informing investment and strategic priorities
* Implement place-based approaches to music development with local stakeholders
* Develop and implement strategic policy for music festivals across Wales, ensuring their sustainability, diversity, and cultural impact
* Manage and Monitor music MYF organisations, especially where strategic need or risk exists
* Convene and Chair sector development group meetings, funding panels and grant assessment meetings across programmes
* Use data tools to track music sector impact and identify emerging trends
* Foster inclusive practice within Wales’s diverse music communities
* Uphold ACW values and Nolan Principles with a focus on equity in music access

#### Key Relationships

The Head of Music will build and maintain senior relationships with internal staff and external stakeholders in the music sector. This will include supporting the development of programmes of work within the Arts Councils strategies and advising on music and related matters. These relationships will include:

* + Directors and Arts Council colleagues working on music-related strategies
  + Music industry stakeholders including venues, festivals, labels, and digital platforms
  + Artists, composers, performers, and music MYFO organisations across Wales’s diverse music ecology

#### Music Expertise & Leadership

* + Maintain comprehensive knowledge of Wales’s music sector across all genres
  + Track emerging trends in music creation, production, and distribution
  + Provide specialist music advice to inform Council decision-making
  + Develop music-specific policies that advance Welsh musical talent
  + Lead the integration of music priorities across arts frameworks

#### Sector Development

* + Assess music organisations' performance and business needs
  + Convene the Music Sector Development Group to identify opportunities
  + Address challenges within specific music genres and underrepresented areas
  + Ensure diverse musical voices are represented in our work
  + Provide strategic oversight for Welsh music festivals, developing policy frameworks that enhance their artistic quality, audience engagement, and economic viability
  + Deliver high-impact initiatives advancing Welsh music nationally and internationally

#### Partnerships & Advocacy

* Build strategic music sector relationships across Wales and beyond
* Represent ACW at key music events, festivals, forums, and networks
* Champion Welsh music of all genres
* Develop relationships with music funders and development agencies
* Strengthen connections with music education providers and hubs

#### Resource Management

* + Oversee music funding initiatives and grant decision-making
  + Ensure alignment between music sector needs and budget allocation
  + Monitor quality of funded music activities through specialised assessment
  + Approval of purchase orders within delegated authority
  + Manage and monitor assigned budgets, seeking partnership funding opportunities
  + Develop innovative approaches to supporting diverse music practices
  + Mentor staff with music specialisms across the organisation

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company, and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward-looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So, we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | Essential | Desirable |
| Qualifications | * Music related degree and/or significant professional experience in the music sector |  |
| Knowledge | * Expertise in music sector analysis and strategic development across multiple genres, with sophisticated understanding of artistic excellence frameworks and industry dynamics that inform high-level strategic decision-making * Comprehensive expertise in Welsh, UK, and international music landscapes and networks, with established relationships and deep understanding of sector interconnectivity, cultural positioning, and strategic partnership opportunities across diverse musical ecosystems * Expert knowledge of music sector structures, funding models, and support mechanisms, including understanding of arts funding frameworks, cultural partnerships, and sustainable development approaches that support artistic and organisational growth * Knowledge of copyright and intellectual property issues specific to music, with understanding of key legal frameworks that impact artistic practice and cultural development * Strategic leadership in equalities frameworks and their transformative application to music development, with demonstrated expertise in designing and implementing comprehensive diversity, equity, and inclusion strategies that remove systemic barriers and create sustainable pathways for underrepresented groups in the music sector | * Varied music ecosystem knowledge across multiple cultures |
| Skills & Experience | * Demonstrated executive leadership in music sector development with extensive senior-level experience * Established expertise in music policy development and strategic project management, with proven track record of designing and implementing comprehensive policy frameworks * Advanced capabilities in strategic partnership building within the music ecosystem, with documented success in establishing and sustaining complex multi-stakeholder relationships that deliver transformational outcomes across diverse musical genres * Robust financial and organisational acumen specific to music organisations, with proven ability to optimise resources, develop sustainable funding strategies, and drive strategic decision-making that supports long-term artistic and institutional development * Proven leadership in building and developing high-performing teams, with proven mentoring expertise that cultivates talent and drives professional advancement * Advanced advocacy and communication capabilities, with demonstrated ability to represent organisational interests and articulate complex musical and cultural concepts to diverse stakeholders at the highest levels * Strategic analytical capabilities and project management expertise, with demonstrated ability to synthesize complex sector intelligence into actionable strategic frameworks that drive organizational performance and sector development | * International cultural exchange experience in music contexts * Public/charitable sector work in music-related roles * Professional or proven track record in music industry background |
| Attributes | * Passionate advocate and strategic developer of Welsh musical talent, with comprehensive approach to nurturing excellence across genres and demonstrated commitment to positioning Wales’s distinctive musical heritage on national and international stages * Results-driven executive with independent leadership capabilities and proven track record of delivering complex, outcome-focused initiatives * Commitment to continuous strategic development and sector expertise, with demonstrated dedication to advancing professional knowledge and staying at the forefront of music industry developments, policy frameworks, and best practices * Visible presence and commitment to strategic engagement across Wales and nationally, with demonstrated ability to represent organisational interests and build partnerships through active participation in music events, cultural gatherings, and sector forums at the highest levels |  |
| Welsh language |  | * Welsh language fluency (written and spoken) |