

SOUND ROOTS

CHIEF EXECUTIVE RECRUITMENT PACK



Welcome to Sound Roots

Thank you for your interest in joining the Sound Roots Team.

Sound Roots champions the folk, roots and acoustic music sector in England through a broad programme of showcases, festivals and events, artist mentoring, industry training, audience development, international partnerships and advocacy. We also work extensively across Greater Manchester playing a strategic role in growing the music economy, with a particular focus on our home in Rochdale.

Since joining Arts Council England's National Portfolio in 2018, Sound Roots (formerly known as English Folk Expo) has undergone significant change and growth, moving from an annual showcase event to a broader organisation supporting the complete development of the English folk, roots and acoustic music industry for the public benefit.

We are a registered charity (#1192064) and a company limited by guarantee (#9929705)

To Apply

Please submit a CV and short covering letter (of no more than 2 sides of A4) explaining why you are interested in the role and how you meet the criteria set out in the job description. You should also complete and return the Recruitment Monitoring Information form.

Sound Roots recognise, respect and value individual difference. We are committed to the wellbeing of our staff, to developing a more diverse workforce and to being an Equal Opportunities employer by attracting diverse talent from sections of the community currently underrepresented in the culture sector.

For an informal conversation about the role, please contact Tom Besford
tom@soundroots.uk

Application deadline: midnight on Sunday 15th September.
Applications should be emailed to: recruitment@soundroots.uk

Key dates:

Shortlisting and interview process 30th Sept – 11th Oct

The successful applicant will be invited to attend:

- Sound Roots Board Meeting and AGM morning of Thurs 17th October (Manchester)
- WOMEX Manchester 23-27th October



Former Artist Mentoring Programme Participant Lady Nade recording a Virtual Showcase.

We are open to discuss a contribution to support relocation expenses.

Ensuring that our leadership reflects the diversity of the communities within which we operate is a key part of this role, and so we're particularly keen to hear from people from a culturally and ethnically diverse background, from d/Deaf and Disabled people and from all of those who are under-represented in the cultural sector.

Reasonable adjustments will be made for applicants if required, please let us know if you have any access needs. Disabled applicants and those from a culturally or ethnically diverse background who meet the essential criteria for the role will be offered an initial interview.

Our Trustees

Name	Role	Experience
Kellie While	Chair & Trustee	Head of 7digital Creative
Keith Harris OBE	Trustee	PPL / Management / Lecturer
Alexandria Carr	Trustee	Music Programmer, Southbank Centre
Richard Haswell	Trustee	Head of Programme, Liverpool Philharmonic Hall
Gavin Sharp	Trustee	CEO, Inner City Music (Band on the Wall)
Jo Frost	Trustee	Journalist
Katy Rose Bennett	Trustee	Musician
Louisa Davies	Trustee	Head of Culture, Gloucester City Council
Jo Kay	Trustee	Audience Development Consultant
Freyja Handy	Trustee	Senior Legal Counsel, ASM Global
Tom Shallaker	Trustee	Development Manager, Lighthouse Poole
Jennie Higgins	Youth Trustee	Musician
Hanna Toomis	Youth Trustee	Music Management



Beans on Toast at Manchester Folk Festival 2019 in the O2 Ritz

Our Mission, Vision and Values

VISION

The folk, roots and acoustic music sector in England is an exemplar of growth and sustainability for all independent and grassroots musicians and the people they work with.

MISSION

Sound Roots builds sector networks, provides learning and mentoring, and develops audiences for the grassroots and independent music industry, with a particular focus on folk, roots and acoustic genres in England.

VALUES

We are dynamic, equitable and transparent.

In our decisions and actions: we champion equality, inclusion and fairness, we act with environmental responsibility.

CHARITABLE OBJECTIVES

To advance the public's appreciation of the art of folk music by

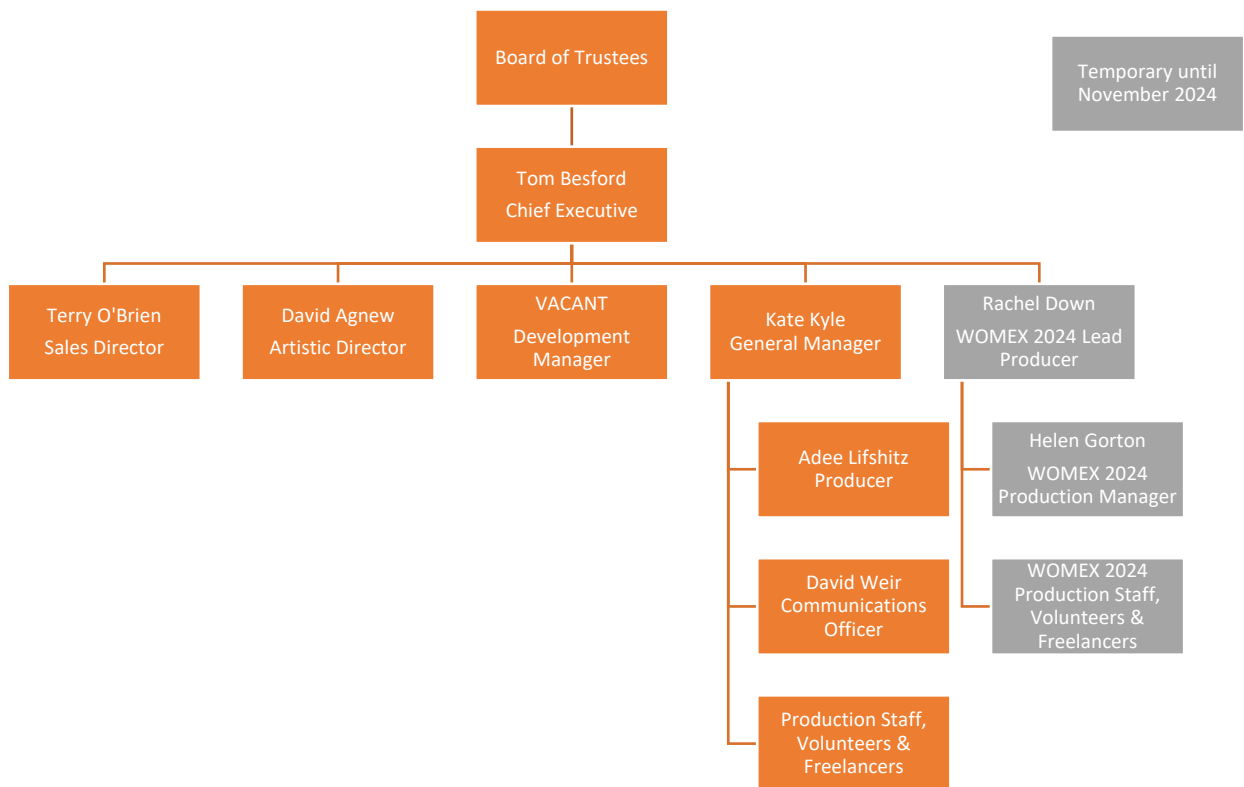
- providing folk music acts with the opportunity to be able to perform at concerts, festivals and other events
- increasing public access and exposure to folk music through developing, promoting and encouraging its practice.

The term 'folk music' includes both contemporary and traditional forms.

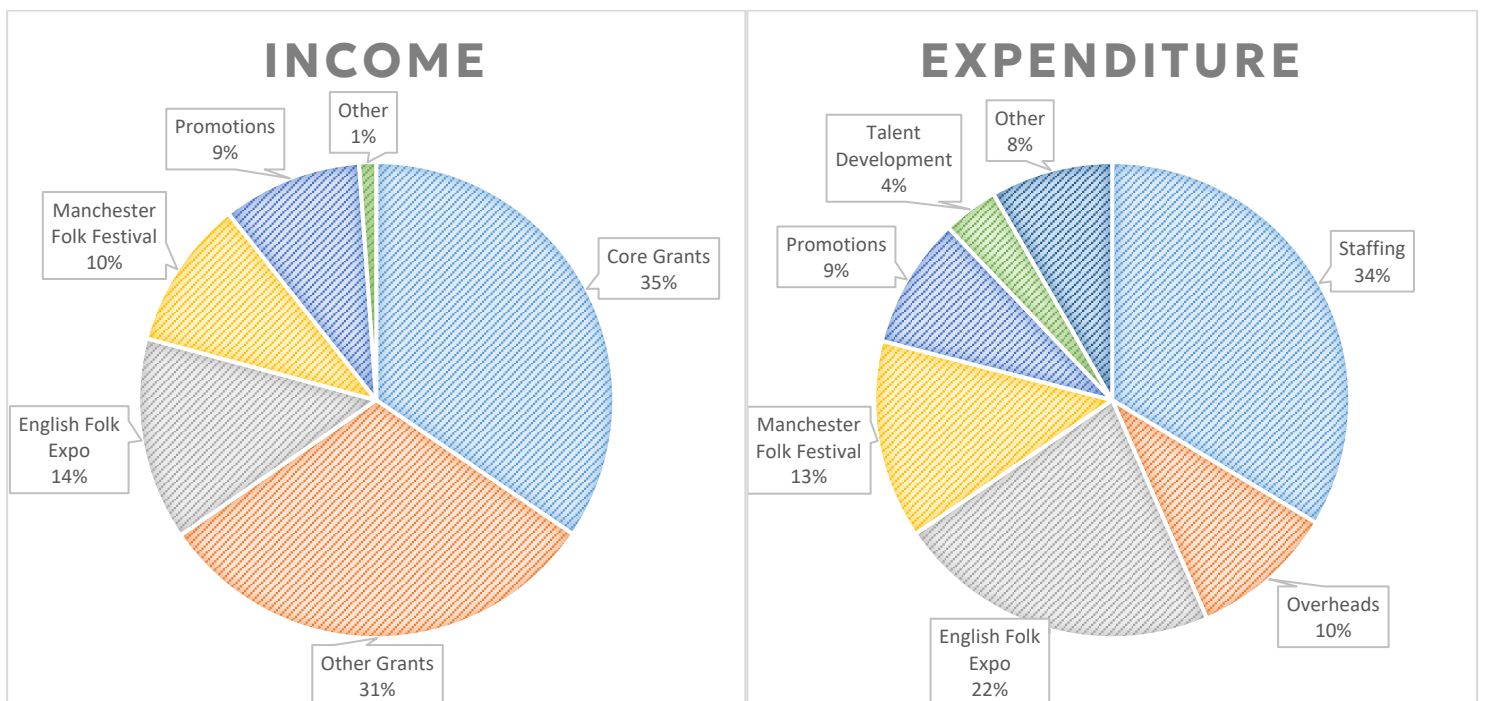


The English Folk Expo Trade Fair at Stoller Hall, October 2023

Charity Structure



Financial Model



Turnover IRO £450k (does not include special projects such as WOMEX)

Core Programmes and Initiatives

English Folk Expo

The annual music industry showcase for the folk, roots and acoustic music sector in England. Approximately 200 music industry representatives gather in Manchester's Northern Quarter each March to network and discover amazing music. We present a range of international partnerships, delegate-only showcase events and artist development opportunities.

Manchester Folk Festival

The public facing festival that houses English Folk Expo. Over 3(ish) days, more than 60 artists perform in 10 iconic venues to an audience of over 3000 people. The programme presents the very finest folk, roots and acoustic music from England whilst demonstrating a positive and inclusive vision for the future of this specialist and dynamic genre.

Talent Development Programme

We support artists and their teams to build sustainable music careers through a variety of projects, commissions, events and more. These have included:

- Artist Mentoring Programme. An annual programme supporting four artists over a year to build their professional networks, showcase experience and receive mentoring support.
- International Exchange. Working with international partners to provide artist development, co-writing or other exchange opportunities.
- Promoter Training. Delivering courses to support selected individuals to become independent promoters.
- Emerging Artist Stage. Presenting a programme of emerging musicians as part of the Manchester Folk Festival programme.
- Showcasing. Running stages at showcases in the UK and beyond
- Mentoring. One-to-one mentoring support through either formal or informal structures including the Help Musicians UK Co-pilot programme.

Promotions

Presenting live music events in a range of venues across Greater Manchester, approximately 10-20 concerts each year in venues ranging between 50-2500 capacity.

Sound Roots Connect

A new digital platform which provides learning resources, networking, opportunities and more for those building careers in any part of the music industry.

UK Official Folk Albums Chart

Commissioning the chart from the Official Charts Company, setting chart parameters and working with partners including Folk on Foot to maximise reach for new albums including sending a monthly press release.

Special Projects

We work on additional special projects in collaboration with key partners. These have included new music commissions including Rise Up, Touchstone and Peter's Field. We deliver music industry consultancy including around business planning, talks, panel discussions, artistic programme support and more. We were a founding partner in Global Music Match and are a leading part of the development of a Greater Manchester Music Export Office. We deliver the contract for Rochdale Creates leading on creative industry communications across the Priority Place Borough.

Boards and Networks

We currently have a presence on the following boards and networks:

- Greater Manchester Music Commission
- Manchester Music City Steering Group
- Rochdale Borough Culture Network
- Rochdale Culture Compact
- PRS Foundation Talent Development Network
- Access Folk

Chief Executive



Location Hybrid working with weekly visits to our central Manchester office, must be local to Greater Manchester and be able to attend regular meetings in Rochdale. This role requires a flexible approach to working location including significant international travel.

Hours of work 37 hours per week (Full Time)

Accountable to Chair of Trustees

Accountable for Artistic Director, Sales Director, General Manager, Development Manager, any other positions as needed.

Salary £45,000-£50,000

Contract Type

Permanent, PAYE.

Special conditions

Working hours and location will be flexible to suit the needs of the organisation. Includes UK and international travel for meetings, conferences and events. 25 days annual leave and inclusion in the Employer Pension Scheme.

This role will require regular in person meetings across Greater Manchester, with a particular focus on Rochdale and Manchester City Centre, therefore the successful applicant will live locally (or be prepared to relocate) to the city region.

How to apply

Please email a CV with 2 page covering letter plus a completed equality and monitoring information form to recruitment@soundroots.uk
Applications should be received by midnight on Sunday 15th September.

Key dates:

Shortlisting and interview process 30th Sept – 11th Oct

The successful applicant will be invited to attend:

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JOB DESCRIPTION

1) Purpose and objectives of the role

After 7 years as Chief Executive and 14 years with the organisation, our first Chief Executive, Tom Besford is moving on to his next challenge. During this time, Sound Roots has transformed immeasurably. The Board of Trustees are now looking for a dynamic individual to lead the charity through the next period of growth and change. The successful candidate to replace Tom will be entrepreneurial, friendly, well networked and self motivated.

You can read about the history of the organisation [here](#).

Using your passion, experience and love for folk, roots and acoustic music, you will provide leadership to all aspects of the organisation. You will set the forward strategy for the charity, understanding the challenges of the current economic climate and working to develop income streams that will enable the delivery of the charitable objectives and funding requirements. Your work will include extensive stakeholder engagement with partners, funders, artists, local and national government, and the wider community. It is likely that significant amounts of international travel will be required, alongside programme development, sector advocacy and research into relevant policy areas.

Running a small and remote team to deliver a large workload under challenging financial circumstances will require significant entrepreneurial, long-term planning skills with little to no supervision or support. This is a perfect role for an individual looking for their next leadership position working in a specialist part of the grassroots music sector.

2) Duties and responsibilities

- Lead and manage the charity
- Work with stakeholders to provide appropriate leadership for the folk, roots and acoustic sector in England and the wider grassroots music sector in Greater Manchester
- Act as Company Secretary, meeting the reporting requirements of Companies House, Charity Commission and funders
- Set and manage annual budgets, taking overall responsibility for financial decisions, including delegating budget areas to team members
- Line management of senior team members, understanding and handling operational management of the charity including employment contracts, insurances, tax returns and other overhead considerations
- Working with the Trustees, create and deliver a forward strategy that will provide organisational stability whilst meeting charitable and funding requirements including seeking new income streams and funding partners

3) Person Specification

Experience and knowledge

Essential

- Proven track record in a senior leadership role within an arts organisation
- Experience of managing stakeholder relationships including with major funders such as Arts Council England, PRS Foundation and local authorities.
- Successful in leading major funding bids from application through to delivery
- Experience of working with musicians and their teams at all career stages
- Understanding of the UK music sector including live, intellectual property and career progression
- Experience of developing new programmes and responding to a changing funding landscape
- Knowledge of company and charity management and reporting
- Experience of working with a Board of Trustees or other governance structures

Desirable

- Knowledge of the folk, roots and acoustic music sector in England
- Knowledge of the music sector in Greater Manchester
- Understanding of the international music industry, including knowledge of music export
- Understanding of financial and practical considerations when working internationally and with international artists including VAT, worker rights and more
- Experience of leading a small team

Competencies and skills

Essential

- Exceptional written and verbal communication skills, including the ability to speak confidently in public, advocate for the organisation or sector, network with a range of stakeholders and write reports for funders and Trustees
- Excellent interpersonal skills; experience of facilitating and negotiating with colleagues and with external contacts at all levels
- Ability to build and maintain relationships with a wide range of people across all parts of the music industry and beyond
- Able to work to deadlines and to work effectively under pressure whilst maintaining good humour, empathy and diplomacy
- Able to work on own initiative, autonomously and to manage time effectively
- Extremely good attention to detail, including taking the initiative to read and understand policy and legal documents relevant to the sector
- Ability to develop, plan and manage complex and large budgets

- Recognition of the challenges of climate change and consideration of our responsibility to minimise this impact

Desirable

- Driving licence
- Ability to speak another language
- Experience of developing and implementing appropriate policies and procedures
- A thirst for learning new skills and keeping up to date with sector, legislative and policy developments at local, regional and national levels

Personal characteristics

Essential

- Passionate about folk, roots and acoustic music
- A commitment to achieving greater equality, diversity and inclusion across the sector
- Calm, confident, approachable, friendly, versatile and flexible attitude to work
- Target-driven self-starter, tenacious, empathetic, resilient and enterprising
- Willing to work evenings and weekends as required
- Able to travel internationally
- Entrepreneurial nature
- Strong completer finisher
- Ability to work independently and remotely

Desirable

- Passionate about Greater Manchester
- Passionate about supporting artists and their teams to build sustainable careers

Sound Roots Equality Diversity & Inclusion Monitoring Information

As a National Portfolio Organisation, Sound Roots are committed to having an accurate picture of the diversity of our work. Therefore, we ask these questions about ethnicity, disability, age, gender and sexual orientation in this survey. We use this anonymous data to compile our annual Arts Council England report, which they then use to compile their Diversity Report.

The information is held confidentially. We will never release information that could potentially identify individuals by any characteristic. We ask for this information because we want to better capture and understand the diversity, both visible and invisible, of the workforce in the sector.

Arts Council England will treat this information in confidence and release data in an aggregated format or, as part of their commitment to open data and the General Data Protection Regulation (GDPR), anonymised - where individuals could be identifiable.

Name:	
What is your gender identity?	<input type="checkbox"/> Female (including trans women) <input type="checkbox"/> Male (including trans men) <input type="checkbox"/> Non-Binary (for example, androgyne) <input type="checkbox"/> Prefer not to say
Is your gender identity different to the sex you were assumed at birth?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say
In what year were you born?	
What is your disability status?	<input type="checkbox"/> Disabled <input type="checkbox"/> Non-Disabled <input type="checkbox"/> Prefer not to say
Do you identify as neurodivergent?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say
What is your ethnicity?	<input type="checkbox"/> White <input type="checkbox"/> Mixed / Multiple Ethnic Groups <input type="checkbox"/> Asian / Asian British <input type="checkbox"/> Black / African / Caribbean / Black British <input type="checkbox"/> Other ethnic groups (including Arab, Latin American) <input type="checkbox"/> Prefer not to say
What is your sexual orientation?	<input type="checkbox"/> Bisexual <input type="checkbox"/> Gay Man <input type="checkbox"/> Gay Woman (or lesbian) <input type="checkbox"/> Heterosexual (or straight) <input type="checkbox"/> Queer (or non of the above) <input type="checkbox"/> Prefer not to say