

EAST LONDON ARTS & MUSIC



THE INDUSTRY ACADEMY



## Vice Principal - Values, Behaviour and Learning

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Start Date: April 2022 (strong preference, open to a May/September start for the right candidate)

Application Deadline: Dec 3rd 2021

*We are fully focused on equality and believe deeply in representing the diversity of race, gender, sexual orientation, religion, ethnicity and national origin of our Trainees in our staff body. We welcome applications from suitable candidates of any background and are particularly interested in hearing from candidates from underrepresented minority ethnic backgrounds.*

Dear Applicant,

*For a long time it has been evident that many creative young people - particularly those from marginalised communities - miss their calling due to a lack of industry opportunities, low-level recognition of their talents and a failure to develop sector relevant skills.*

*We do not believe that circumstance should ever be a barrier to any young person's ability to realise their potential and we have made it our mission to show how talented young people can thrive and succeed in the creative industries. This would have several benefits. It would benefit those individuals directly with careers shaping the creative and culture landscape, it would benefit the creative industries themselves with talented creatives from diverse backgrounds and it will benefit future generations. It's hard to 'be it if you can't see it'. We want our talent to be successful and 'seen' so future generations believe - justifiably - that they can do it too.*

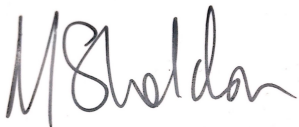
*ELAM was founded as a result of a deep and genuine partnership between devoted and visionary educators and professional creative industry collaborators. We are supported by and collaborate with Universal Music, Ridley Scott Creative Group, You Tube, Vevo, GRM Daily and a range of other organisations and individuals who share our commitment to talented young people who might not otherwise get the chance to shine. Together, we are able to push pedagogical boundaries and create a truly world-class educational experience for our learners.*

*ELAM is not your typical school. We combine incredibly high standards with compassion and care; we aim to be more focussed on preparing for industry than being a school. We wish to build a learning environment that is rigorous, personalised and always 'plugged-in' to the real world. As such, we are looking for an innovative, outstanding and dedicated individual to help us prepare our talented students to thrive in the world they face tomorrow.*

*We believe we can radically change access routes to the creative industries which will benefit children for many future generations. I genuinely believe that this is a rare chance for a talented and passionate leader to carry on the work of designing, building and delivering what will be a transformative and influential vision for increasingly representative creative industries - locally, nationally and internationally.*

*If you also deeply believe in the potential of talented young people, their potential to succeed and to pave the way for future generations then please consider applying for this role - we look forward to meeting you.*

Best Wishes,

A handwritten signature in black ink, which appears to read "Matt Sheldon".

Matt Sheldon  
Principal

## About East London Arts & Music (ELAM)

ELAM is a world-class 16-19 Academy which offers young people everything that they will need to lead successful lives within the music, games design and film and television industries.

Our vision is that all children growing up in the UK see themselves represented in UK culture. We believe this vision will better the creative industries of tomorrow and believe this can be achieved by increasing the access routes into those industries for talented young people. The creative industries in the UK continue to do well and are currently worth £92 billion to the economy, while growing at more than double the speed of the wider economy. However, unlike many other industries, it is not always clear how to get into these jobs and therefore there is often a lack of diversity within these sectors. Increasing the access routes to everyone will therefore increase the quality of talent and the continued growth of the sector long term.

ELAM opened in September 2014 with an inaugural cohort of 75 Music Trainees- our music programme designed to provide young talent with the musical, technical and personal development needed for '*industry readiness*'. Our Film & Television Production and Games Design and Development courses *were launched in 2017*, resulting in our trainee numbers reaching a capacity of 300.

ELAM is fully funded by the Department for Education and inspected by OFSTED. Our first full Ofsted inspection in May 2017 resulted in a grading of Outstanding in every category. While this is a huge achievement, and something that we are immensely proud of, we are also still a long way from meeting our vision. There is still a lot of work to do and as a school we are restless in the pursuit of achieving this.

We seek to achieve this by providing industry standard courses for our trainees in Music, Games Design and Film and Television. We have partnered with sector leading organisations including YouTube, Universal Music, The BPI, Grain Media and Creative Assembly to devise a curriculum that will develop the future leaders of these sectors by meeting the relevant knowledge, skills and cultural demands. In addition, all trainees at ELAM undertake a study of Maths and English as we identified the skills provided by these subjects, such as written and oral communication, problem solving, data analysis and research are the key traits of the current leaders of these fields.

### **Who is involved?**

ELAM has been founded by a group of leading figures from industry and education. Will Kennard, Musician and one half of production duo Chase & Status, is a founder and governor. Alongside Will, the Governing body has senior executives from across the creative industries and education. We have support from a wide-range of partners from the music, film and games industries.

### **How does ELAM support its Trainees?**

ELAM is totally committed to the successful progression of its Trainees onto these pathways. Our Trainee Handbook ([here](#)) is useful to see how we aim to support and develop our Trainees.

### **What does the end product look like?**

Please see our 'Unseen, Unheard, Unplayed' showcase featuring the final projects of our Year 13s from 2021 [here](#).

- Unseen showcase [here](#)
- Unheard showcase [here](#)
- Unplayed showcase [here](#)
- Our YouTube shows the range of talent that our Trainees have and develop - see ELAM's vision in action [here](#).

*"We want young people to show high levels of responsibility, use their initiative, have strong communication skills and be able to work with others...that is why Universal Music Group will be working with ELAM."*

**David Joseph, Chairman and CEO of Universal Music UK and Ireland**

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## Job Description

# Vice Principal - Values, Behaviour and Learning

We are seeking a talented Vice Principal to support and lead our culture of learning, behaviour and values at ELAM. We pride ourselves on being positive, supportive and focussed on fostering the independence required to succeed in the creative industries. To do this we are looking for a Vice Principal to lead on the developmental process of learning and support that will allow our Trainees to achieve this vision. The Vice Principal will be the culture setter - professional, values-driven, excellent at communicating with all stakeholders and easily able to see the connection between the everyday 'small things' and how they contribute to the bigger picture. They will be a talented connector of ideas and people, supporting and developing our staff so that they are highly impactful leaders in their own areas and as part of a wider team. The Vice Principal will be equally conversant and experienced in academic leadership as they are pastoral leadership but clear that supporting the pastoral needs of our Trainees is always with the intent of allowing them to learn and develop to their fullest potential.

Job title	<b>Vice Principal - Values, Behaviour and Learning</b>
Salary range	(Dependent upon relevant experience and current position)
Responsibilities	<ul style="list-style-type: none"> <li>● Set the strategic direction for how systems, processes, messages and staffing structure will deliver a culture that maximises retention, minimises exclusions, fosters collective sense of high expectations, personal responsibility, independence, community and communal sense of purpose</li> <li>● Oversee the pastoral team through the line management of the Pastoral and Inclusion Assistant Principal.</li> <li>● Oversee the teaching and learning and CPD provision through the line management of the Assistant Principal for T&amp;L/CPD</li> <li>● Responsible for the embedding of ELAM's values in the day-to-day life of the college and ensuring they are present in all relevant areas of policy and school life</li> <li>● Responsible for the behaviour policy and process in the school</li> <li>● Responsible for ensuring attendance and punctuality are excellent with policies and processes that ensure this is maintained</li> <li>● Member of the Leading Learning team</li> <li>● Member of the Senior Leadership Team.</li> </ul>

## Core Role

- Vice Principal for Values, Behaviour and Learning will bring the threads of values, behaviour and learning together on a daily basis
- They will lead the Leading Learning Team who collectively are responsible for learning at ELAM (VP Strand, Systems and Data; AP T&L/CPD and AP Pastoral and Inclusion)

- They will ensure ELAM has coherent policies and processes that are 'lived' everyday that ensure the culture, community, behaviour and values are positive and inclusive on a daily basis as well as setting up our Trainees for long-term success

## **Other responsibilities**

- Deputise for the Principal if/when required
- Engage with Governors in formal meetings and throughout the year
- Engage with parents and model professionalism in communication
- Take on a small teaching commitment to stay connected to learning, values and behaviour within the college

## **Person Specification**

- **Communication and relationships**
  - Level headed, empathetic, focussed and visionary
  - Excellent relationship builder with young people, parents, school staff and external stakeholders
  - Demonstrable experience of stakeholder management, skilled in relationship building, negotiating and influencing.
  - Expert written and verbal communicator, with ability to present recommendations for maximum impact.
  - Ability to manage uncertainty, change, conflict and sensitive issues to achieve positive outcomes.
- **Leadership**
  - Experience leading academic learning across a school or key stage
  - Experience leading pastoral care across a school or key stage
    - Clear developmental and positive philosophy of supporting and developing behaviour and values
  - Experienced line manager - supportive, developmental, enjoys supporting and developing talented leaders
  - Extensive experience of developing staff, of team building and developing student involvement in school.
  - Successful leadership of school improvement strategies with a proven track record of significantly improving student outcomes.
  - Must be able to work constructively under pressure
  - Ability to persuade and influence others towards the schools' vision.
  - Resilience and a "can do", "will do" work ethic
- **Managing Change**
  - Experience of initiating, managing and delivering projects.
  - Experience of managing change in an organisation.
- **Passion and knowledge**
  - Loves working with young people and adults
  - Outstanding teacher with passion for T&L
  - Enthusiasm for, and knowledge of, the creative industries and/or film, tv, music and games.
- **Safeguarding**
  - Ability to form and maintain appropriate relationships and personal boundaries with young people.

- Ability to raise the self-esteem of young people and to support their emotional well-being.
- Strong skills and relevant experiences in how to secure and uphold a safeguarding culture including how to implement key policies around keeping young people safe in education.
- **Strategy development and implementation:**
  - Proficient strategic thinker with ability and willingness to challenge the status quo.
  - Ability to turn concepts into practical strategy initiatives.
  - Experience/ability to conduct analysis to inform strategic decision making.
  - Experience/ability to turn strategy into implementable annual plans and projects.
  - Some experience of reviewing operating models and implementing improvements.

### **Other skills and experience**

- Experienced at 'walking the walk' with a track record of being able to provide a strong, visible leadership presence that promotes the respect of students and staff. Proven track record of significant successful senior leadership.
- Proven track record of substantially raising standards of behaviour and attendance.
- Strong analytical skills and the ability to make complex information clear to all staff.
- Excellent track record as an effective practitioner, able to create specific strategies that meet the needs of students, particularly those with SEND and those who are disadvantaged.
- Skills and experience of school improvement processes and how these drive outcomes.
- Skills in developing and implementing positive behaviour management strategies to substantially impact both the attitudes to learning and the outcomes for vulnerable students.
- Must be an outstanding teacher with the ability to provide pedagogic leadership to staff and students.

### **Education and qualifications**

- Degree and teaching qualification
- Qualified Teacher Status
- Sustained record of professional development

### **To apply:**

Please click [here](#) and complete the application form (this will involve uploading a cover letter and cv).

For an informal discussion about this role please email [msheldon@elam.co.uk](mailto:msheldon@elam.co.uk)

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