



**I** IVORS  
ACADEMY

**CHIEF  
EXECUTIVE  
RECRUITMENT  
PACK**

## CHAIR INTRODUCTION FROM TOM GRAY



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**T**he Ivors Academy is an exciting and dynamic membership organisation that represents, and is governed by, songwriters and composers.

Our members work across all genres, come from every part of the UK and Ireland and are at every stage of their careers. They write, compose, and create the music that we all love, bringing their craft to audiences across the world.

Amongst our members, we are proud to count Stormzy, Paul McCartney, Joan Armatrading, Judith Weir, Ed Sheeran, Adele and many more household names. We take just as much pride in representing music creators who are at the very start of their careers. They have all chosen to join the Academy to strengthen their voice, create positive change, and provide each other with support and

community.

We have presented the Ivor Novello Awards for nearly 70 years. It is a hugely popular, exciting, and celebrated event attracting stars and sponsorship. The awards are familiar to many, but lesser known, is the Academy's over-arching mission is to champion the craft and craftspeople of music creation on a global stage. So, beyond celebrating achievement, we community-build, offer support in career development through partnerships with some of the biggest organisations in music, campaign for our members' rights and lobby to ensure the music creator community is thriving and appreciated.

Our new Chief Executive Officer will provide exemplary leadership and management of the Academy. They will work closely with the Board of Directors to set our strategic direction and ensure that we are accomplishing our mission and objectives.

They will build and maintain relationships with influential people and organisations including our current and potential members and partners, the creative industries, the cultural sector, the music industry and Government. They will play a significant role in advocating for the interests of songwriters and composers.

We are looking for a CEO with passion for what we do and a

strategic long-term vision for the future of The Ivors Academy as champions of music creators.

We want them to develop the organisation in all senses; partnership, brand and commercial strategies are key. We must maintain and grow our influence with decision-makers alongside our profile and engagement with creators. We need clear policy positions and the public affairs strategy to back them up. We're committed to growing our membership, the value of our offer to them and ensuring inclusion and representation is maintained at the Academy.

We want to ensure that the voices of all songwriters and composers in the UK are represented in the work we do to support, protect and campaign. We have worked hard over the past three years to increase the ethnic, gender, LGBTQI+, deaf and disability, regionality and age demographic of our organisation. This starts with our leadership. Our next CEO will be passionate about continuing this work, and will have a genuine commitment to inclusivity and representation.

We are a unique organisation, and we want an exceptional person to lead us. If that's you then I look forward to working together.

**Tom Gray**  
Chair of The Ivors Academy

# ABOUT THE IVORS ACADEMY

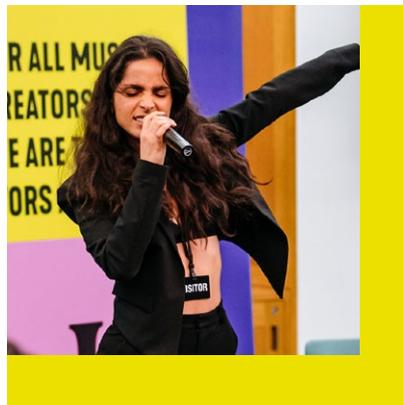
## OUR MISSION, STRATEGY, KEY PRIORITIES AND TOP-VIEW OF HOW WE WORK



**T**he Ivors Academy is the home of all songwriters and composers. For nearly 80 years we have represented music creators in the UK, and have bestowed the biggest honours in the industry to giants of modern composition and songwriting.

We celebrate, empower and provide opportunities to composers and songwriters. Without their talent, the music the world loves wouldn't exist. Our vision is to enable our community of songwriters and composers to be the most successful in the world by providing inclusive and inspiring advocacy, education and support.

We campaign nationally and internationally to ensure that the rights of our members are protected, especially as our industry continues to rapidly change. Campaigning is central to why we exist because creators' rights are fundamental. We believe music creators should not have to struggle to make a living from their craft. We believe all music creators, from whatever background and stage of development should be properly recognised and fairly rewarded for their work. We constantly fight to strengthen creators' rights and creative careers. Together our voice is stronger.



*We are united in our belief in the power of music and the brilliance of its creators. Our strategy is built on our fundamental purpose of representing these composers and songwriters, and protecting their rights so that they can continue to create their art.*

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**OF ALL THE AWARDS IN THE WORLD OF MUSIC, THE IVORS ARE FOR ME, THE MOST PRESTIGIOUS. SONGWRITING IS A SKILLED CRAFT AND THE IVORS ACADEMY ARE ITS GUILD. SO, I AM DELIGHTED AND HONOURED TO BE OFFERED THIS FELLOWSHIP OF THE ACADEMY, JOINING AND ACKNOWLEDGING THIS EXTRAORDINARY GROUP OF FELLOW SONGWRITERS, AND ALL OF THOSE WHO WENT BEFORE US.”**

**STING, FELLOW OF THE IVORS ACADEMY**

# THE ROLE

**T**he Ivors Academy seeks a CEO to manage all aspects of the Academy's work campaigning, celebrating, cultivating and championing on behalf of the UK membership and wider community of songwriters and composers. The CEO has executive management responsibility for all the affairs of the trade association, assigned by the member-elected Board of Directors.

The Ivor Novello Awards with Amazon Music and the Ivors Classical Awards sponsored by PRS for Music are internationally recognised as the most important awards for songwriting and composition. They are presented by The Academy whose membership includes songwriters such as Adele, Annie Lennox, Stormzy, Cathy Dennis and Joan Armatrading and composers such as Dame Judith Weir, Sir James MacMillan, Julian Joseph OBE and Orphy Robinson MBE.

In recent times the Academy's advocacy has gained international impact with the #FixStreaming having led to a Parliamentary Select Committee Inquiry and market study by the Competition and Markets Authority. The #CreditsDue campaign has established significant international cross industry support for addressing the issue of missing song metadata on recordings. This campaigning work has led to the establishment of a new UK Government-backed Metadata Code. Other campaigns have included work to challenge buyouts, cuts to classical music funding and advocating for the newly established Creative Industries Independent Standards Authority.

The Ivors Academy has gained

positive recognition for its work to address issues of equality, diversity and inclusion in the music industry. We have taken ground-breaking action on gender and ethnicity pay gap reporting, the establishment of an Ivors Academy creative entrepreneurship diploma and the Inside Track creative development programme. Most recently the Academy raised over £65,000 for the Ivors Academy Trust and Brit School.

Following the Ivors Academy's transformation over the past five years, the Board of the Academy wishes to now appoint an ambitious and talented leader to further grow the global reputation and brand of the organisation.

The following are essential abilities and qualities that must be present to be successful in the position:

## STRATEGY

- Develop strategy in consultation with the Board that delivers on the organisation's purpose.
- Set goals and targets for the company that enable the organisation to achieve its vision whilst maintaining financial prudence.
- Ensure business strategy is monitored, evaluated annually and updated as necessary.
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## LEADERSHIP

- Serve as spokesperson to the legislative and regulatory bodies, media and consumers to effectively represent, protect, and promote the craft of songwriting and composition.
- Responsible for building and maintaining strategic sponsorships and

partnerships.

- Deliver compelling marketing offers to recruit and retain members.
- Recruit, motivate and retain staff.
- Direct and implement the legislative, legal and regulatory agenda that advances both writers' and industry interests.
- Represent the Academy with industry and membership bodies, forums and at events.

## MANAGEMENT

- Oversee the effective implementation of Board policy decisions with efficient use of limited resources.
- Oversee the effective two-way flow of information and recommendations by the Board, its sub-Committees, Senate and wider member Councils in accordance with the terms of reference set out in the organisation's governance. To learn more about our governance, visit our website.
- Responsible for Company Secretarial tasks of the organisation's governance including Board administration.
- Responsible for the administration of all Sub-Committees and Working Groups.
- Responsible for all messaging communicated by the organisation across internal and external channels.

Responsible for administration of the Codes of Conduct, grievance and complaints processes acting in the role of Compliance Officer.

This role is a hybrid role, which includes a combination of working from home and from our offices in central London.

# PERSONAL SPECIFICATION

We are looking for a dynamic leader who is impassioned by the Academy's mission statement. The ideal candidate will understand and listen to Academy representatives of all levels and parts of the community to craft a strong narrative to unify our collective voice.

The candidate will be resilient, persistent, and results driven to deliver our ambitious growth strategy. They will lead with creativity, compassion, and be confident in an outward facing role.

The successful candidate will also have the following experience and expertise:

- **Commercial Impact:** Proven track record of maximising opportunities for sponsorship and partnerships to deliver our brand, message and visibility on a global scale.
- **Leadership Experience:** Extensive C-level experience with a track record of successfully building, training, and coaching teams.
- **Stakeholder Management and Collaboration:** Demonstrable experience partnering with diverse internal and external stakeholders to drive consensus on important policy positions and relevant strategies.
- **Government Relations/ Public Affairs Experience:** Minimum of 10 years of experience dealing with complex and high-profile legislative and regulatory matters, preferably within a corporate and/or trade association environment. Strong political acumen, expertise in the political process and regulatory

work experience is strongly preferred.

- **Music Industry Issue Expertise:** Keen understanding of the issue areas that affect the rights, recognition and royalties due to songwriters and composers including music policy, technology policy, licensing and copyright issues across streaming, broadcasting, live and 'CreaTech'.
- **People management:** Extensive experience of human resource related matters, dealing with issues in a timely and sensitive manner. Qualifications: Completion of a bachelor's degree from an accredited institution required with MBA or other advanced degree preferred.

## LEADERSHIP COMPETENCIES

- **Drives for Results:** Coordinates execution by setting appropriate pace. Evokes ownership and accountability, streamlines process/structure, and reallocates resources quickly and flexibly.
- **Shapes Strategy:** Anticipates and interprets market changes, envisions the future, and decides strategic priorities.
- **Inspires and Influences:** Builds powerful relationships, helps others find meaning and purpose in their work, and inspires through energetic engagement.

## FIT AND IMPACT

- **Executive Presence and Communication:** Strong presentation style with excellent written and verbal communication abilities. Ability to quickly earn the trust and engender confidence

with key internal and external stakeholders.

- **Integrity and Curiosity:** Reputation for ethical conduct and unquestionable integrity. Brings creativity and intellectual curiosity in dealing with complex legal and public policy issues.
- **Collaborative Team-Builder:** An individual with a track record of building, developing, and leading high-performing and dispersed teams. Builds strong relationships and leads through influence. Mentors and develops others and creates pathways for growth. A humble and collaborative leader who empowers others to work better, faster and smarter.

## BENEFITS

- Competitive salary package
- Flexible and hybrid working model
- Enhanced maternity/paternity/adoption/shared parental leave for employees with 2 years' service
- Mentoring scheme
- Mental health and wellbeing support services
- Extra holiday entitlement for Christmas and NY office shutdown period
- Extra holiday entitlement every 3 years worked at the Academy
- Ability to take up to 75% of annual leave at any one time
- 3 days annual study leave for those studying outside of work
- Free eye test
- Travel season ticket loan
- Sabbatical leave of 6 months – 1 year for employees with 5 years' service

# APPLICATION PROCESS

To apply, register your interest via our careers site. You will be asked to supply a CV and cover letter as well as your full name, email address, and phone number.

Final selection will take place through an appointment panel, chaired by our Ethics Committee Chair Charlene Brown. An executive search exercise is being undertaken internally in parallel with advertisement of the post. The internal team and members of the Board will support the selection panel, both in the assessment of candidates against the requirements for the role and in identifying the widest possible field of qualified candidates.

## SELECTION PROCESS

**T**he Ivors Academy is committed to celebrating diversity, eliminating discrimination, and promoting equality of opportunity. We welcome and strongly encourage individuals of all backgrounds to apply for this role. Application is by submission of a full curriculum vitae and a covering letter of application, addressing the job description and person specification.

At the British Academy of Songwriters, Composers and Authors trading as The Ivors Academy, and at the BASCA Trust trading as The Ivors Academy Trust (“Ivors Academy”, “Ivors Academy Trust”, “we,” “us” or “our”) we are committed to protecting and respecting your privacy.

Please visit our <https://ivorsacademy.com/privacy/> for full information.





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**MUSIC CONNECTS WITH PEOPLE ON AN HONEST AND EMOTIONAL LEVEL LIKE NO OTHER ARTFORM AND IT HAS THE POWER TO SHAPE OUR ATTITUDES AND PERSPECTIVES. COMMUNICATION, TRANSPARENCY AND FAIRNESS ARE PIVOTAL TO ADDRESSING DIVISIVE ACTIONS AND DRIVING REAL CHANGE.”**

**CHARLENE BROWN, CHAIR OF THE IVORS ACADEMY ETHICS COMMITTEE**



## THE IVORS ACADEMY CHIEF EXECUTIVE

The deadline for applications is 12 January 2024.

For further information and additional support on how to apply please contact:

[CEOrecruitment@ivorsacademy.com](mailto:CEOrecruitment@ivorsacademy.com)