



Director – Role Description

About Make Music Day

Make Music Day (MMD) is a global DIY grassroots celebration of music on 21 June. Make Music Day UK (MMD UK) supports and facilitates thousands of events and activities on 21 June across the UK.

In France where it started in 1982, Make Music Day (known as Fête de la Musique in France) is practically a national holiday and two thirds of the population engage with it (2017 survey). It is now a global phenomenon that takes place in 125 countries on the summer solstice, 21 June every year.

The global project has just three rules: events and activities have to take place on 21 June; they must be free to the public at the point of access (whether as participants or audiences); and they must be about music. The rest is up to whoever wishes to take part. Engagement and participation are at the heart of MMD. Rather than a traditional music festival, the people, the venues, the organisations are the makers and we are simply the facilitators.

2021 was the fifth nationally coordinated MMD in the UK. Participation has grown exponentially since it started in the UK, growing from 180 performances in 2017 to 1,700 online and in-person performances in 2020 (2021 stats are currently being finalised).

MMD UK has, until now, been managed by [Making Music](#). In autumn 2021, MMD UK will become an independent organisation, set-up as a Charitable Incorporated Organisation (Association Model) with a new board of trustees. This is an exciting time for an experienced arts professional to join the organisation, leading it through this next stage of development and helping to shape its future.

Please note MMD UK currently has no long-term funding and has so far been funded on an annual basis by Arts Council England, NAMM Foundation, Making Music, and in some years Creative Scotland, the MU, ABRSM and Music For All. There is currently funding in place until 31 March 2022.

www.makemusicday.co.uk

Director – role description

Role purpose

Working closely with the board of trustees, the main purpose of the Director role is to lead and develop MMD UK, initiating and managing strategic and creative partnerships, overseeing stakeholder relationships, securing and managing funding, appointing and managing other personnel as required to support the vision. MMD is a DIY festival of music, and the role of Director is to support and facilitate others (event organisers, musicians, participants) to find ways to get involved as relevant to them.

This role would suit an entrepreneurial arts manager, a collaborative individual who enjoys working with partners and stakeholders, has some knowledge of music and the music sector (any aspect/genre), and who has a passion for participation and inclusion. The role has a degree of flexibility, and the successful individual will have the opportunity to make it their own.



Role details

Contract type	Self-employed/freelance
Location	MMD UK currently has ad hoc desk space in London Bridge, although remote working is a possibility with occasional visits to the London office, plus travel across the UK for meetings and events as required
Time available	Equivalent to 2-3 days per week
Fee	In the region of £200-225 per day
Contract length	Initial fixed-term contract, September 2021 – 31 March 2022 (funding secured); ongoing contract, subject to funding.
Reports to	Chair of the Board
Manages	All freelance staff, e.g. project assistant, comms personnel, evaluator

Anticipated roles and responsibilities

Funding and finance

- In collaboration with the board, secure funding, write funding applications, manage funder relationships and write funder reports
- Day-to-day management of the budget and financial forecasting; financial reporting to the board

Organisational development and management

- Be the main point of contact to the board and members; set-up board and member meetings and provide the board with regular updates
- Collaborate with the chair of the board to recruit new trustees and members as necessary
- Work with board and membership to develop long-term sustainability of Make Music Day in the UK
- Ensure the necessary insurances and policies are in place and provide reports to the Charity Commission and Companies House as required
- Manage and support the freelance team, recruiting new team members as required

Strategy and partnerships

- Lead strategic planning with the board
- Build and consolidate relationships with strategic partners and stakeholders
- Initiate and drive forward creative strands and projects with partners
- Maintain contact with the international Make Music Alliance, liaising with MMDs in other countries and seek to coordinate global collaborative initiatives
- Oversee Evaluation, appointing an Evaluator as necessary
- Be a positive and proactive ambassador for MMD at industry meetings, conferences and events

Facilitating Make Music Day activities

- Develop capacity of individuals, groups and organisations to take part in Make Music Day (e.g. through network meetings, skill sharing workshops etc)
- Encourage a broad range of organisations, genres and UK-wide locations to get involved, ultimately leading to more and diverse events and activities to take place on Make Music Day

Communications

- Oversee the communications strategy and audience development plan
- Ensure high quality day-to-day comms, appointing and managing other comms personnel to develop and implement the comms plan as required



Person specification

- Experience in securing funding and building partnerships with funders/sponsors/donors
- Experience in developing strategic partnerships and bringing together a wide range of stakeholders
- Experience in facilitating meetings, networking events and workshops
- Experience in managing people and motivating teams
- Committed to diversity, inclusion and participation
- Ability to work under own direction, planning ahead, as well as delivering on the day to day
- Interest in music (any style/genre welcome)

Application details

To apply, send a CV and covering letter, explaining how your experience and skills meet the role description and person specification, to applications@makemusicday.co.uk by **6pm on Wednesday 28 July 2021**.

Video/audio submissions are possible – no more than 5 minutes long. Please submit via WeTransfer, Dropbox or Google Drive to applications@makemusicday.co.uk.

Interviews will take place online on **Wednesday 4 August 2021**.

If you would like an informal conversation about the role, please contact Alison Porter, alison@makemusicday.co.uk.