



Invitation to tender: Cultural Learning Alliance Co-Director

November 2021

The Cultural Learning Alliance (CLA) is looking to appoint a Co-Director, leading on communication and messaging, to work alongside the existing Co-Director (policy) and Co-Director (research).

Why the CLA needs this role

Now is the time to take a fresh look at the way we tell our story to a range of audiences, including our membership, schools, influencers and policy makers. We believe that young people and our wide membership should be at the heart of the process, and would be looking to work with you to create a strategy that enables their voices to be central.

We have a specific focus on social justice, which informs our approach and decision making. The CLA is anti-racist, and supports calls for a culturally representative curriculum and arts education workforce. We recognise that the CLA has not done enough to challenge the inherent racism and wider inequality in our sector, to listen to colleagues with lived-experience of this, or worked to address it. We acknowledge our agency in this landscape and are working to implement sustainable change across all our functions, activity and systems. This contract is part of this work.

Individuals from the global majority¹ and people who are disabled¹ are under-represented in the CLA, and in our senior leadership. We particularly welcome tenders from individuals who have these protected characteristics.

Background

The CLA is an independent body that champions a right to art and culture for every child. We seek to inform and influence policy making at local and national levels – from schools, to arts organisations, to government – to ensure that every child has access to arts and cultural learning. The CLA consults with colleagues in the fields of education, arts, culture and heritage to inform calls to action and research. We create the tools that the education, arts and cultural sectors need to advocate for the place and importance of arts and culture in every child's life.

The CLA has almost 10,000 members (including more than 3,000 organisations) and more than 13,000 Twitter followers. The CLA has no paid employees and we are run by freelancers and governed by volunteers. We are currently led by two part-time co-directors, reporting to a [Strategy Group](#) of eight, and informed by a 75-strong [Advisory Panel](#). We maintain a [website](#) and social media presence, [publish newsletters](#), [Briefing Papers](#), and [Key Research Findings](#). We are currently funded by the Paul Hamlyn Foundation, the Esmée Fairbairn Foundation and the Clore Duffield Foundation.

¹ Global majority includes, but is not limited to, people of African, North African, South Asian, South East Asian, East Asian, Caribbean, Latinx, Middle Eastern, Native American, Native Australian, Pacific Islanders, Roma and Traveller heritage or diaspora.

We know that these issues are sensitive and that the language used to describe different identities is contested and evolving quickly. We welcome feedback on our approach and the language used. If you would like to comment, please e-mail info@culturallearningalliance.org.uk. Any feedback you provide will be dealt with confidentially and will not impact your application or your relationship with the Cultural Learning Alliance.

Brief

This contract is for a Co-Director to join the team and deliver 1.5 days of activity a week for 21 weeks over a six-month period. This is a time-limited contract due to our current confirmed funding levels, and our two existing Co-Directors are working to the same contract and number of days. We are currently applying for further funding to continue the work of the CLA and all three Co-Director contracts.

We are looking for an individual with genuine passion for the arts and cultural learning, and a belief in the ability of every child to achieve. As we emerge from the pandemic we are looking for a colleague to join the team to help us to develop, shape, and hone the messaging, story and communications of the Cultural Learning Alliance.

The two existing Co-Directors hold specific expertise in politics and policy making, and in evidence and research. You will join them to work collaboratively to deliver the mission and aims of the Cultural Learning Alliance. You will have an equal voice in the ongoing strategic work and direction of the CLA and we look forward to working together as a team.

All three Co-Directors will work together to:

- Provide analysis of central government policy through the cultural learning lens, and provide briefings on policy to colleagues and written briefings to be shared on the CLA website
- Support political lobbying and advocacy with the English government and civil service to champion a right to culture for every child
- Collate existing research base on the value of arts education and present in accessible formats to a range of audiences
- Run roundtables for education and cultural sector colleagues
- Write reports and meeting minutes
- Respond to government consultations as needed
- Work to secure funding, reporting to funders on delivery and impact as needed
- Manage the CLA social media presence, monthly newsletters and website, including writing blogs and support for disseminating advocacy materials: *ImagineNation*, *Key Research Findings* and emerging research, and Briefing Papers
- Act as the secretariat for the CLA Strategy Group and Advisory Panel. The Strategy Group meets six times a year. The Advisory Panel meets three times a year. There is no administrative support, so the Co-Directors share the administrative functions for this, and set up the meetings, record and disseminate the actions

Skills and experience needed to do the contract

- Knowledge of some aspect of the education and cultural sector, *for example: youth services, schools, or early years and performing arts. We are not looking for in-depth knowledge across all these areas, and are interested in inviting applications who have worked in a range of different cultural learning environments*
- Strong attention to detail and ability to self-manage
- Excellent communication skills including public speaking and presenting
- Experience of developing messaging and communications strategy
- Experience of advocacy or policy making, *for example making the case for a project to a funder, or championing change for, or with, a group of young people*



- Experience of running meetings and writing up notes
- Experience of report writing or writing for a public audience
- Supporting and coordinating collaboration and co-construction, through committees, partnerships or networks (desirable)
- Experience of ED&I work and/or anti-oppression or anti-racism work (desirable)

We welcome tenders from colleagues with a wide range of experience. You might currently be working in a local authority providing services for children and young people, you might be an artist who works with communities to express and engage people in different ways, you might be from an arts organisation team or from a specialist communications or consultation organisation.

Budget

£12,600 over six months for delivery of 31.5 days work (@£400 per day).

The contract will be issued and managed by the Paul Hamlyn Foundation who hold the CLA funds.

How to submit a tender

You are welcome to submit your tender in written, audio or video format.

Maximum 1,000 words or 9 minutes of audio or video.

If you're not sure whether this role is for you, and you'd like an informal conversation with one of the Co-Directors about the scope and nature of the role before you submit, we would be happy to offer you a 15-minute chat. Please contact info@culturallearningalliance.org.uk with the subject header CO-DIRECTOR APPLICATION, REQUEST FOR CONVERSATION. Please don't feel you have to do this, it is absolutely not a mandatory part of the process.

You can read all about the Cultural Learning Alliance and our work on our [website](#) and we advise you to do so before you apply.

Useful Information:

- **The deadline for applications is noon 17 January 2022.** We won't accept late tenders. All tenders will be acknowledged with an email, so if you don't receive an acknowledgement, assume we haven't received it and contact us.
- We will let you know by **Friday 21 January** if we are offering you an interview.
- Interviews will take place the week **24 January**. They will be by Zoom.
- We'd like the successful person to start as soon as possible.
- We are flexible about when the 1.5 days a week of work are delivered. The current Co-Directors often work half days or a few hours each weekday.
- Through this contract we are seeking to improve representation within the CLA Co-Director team. We would like to hear from people who are underrepresented at senior leadership level whose perspectives will bring much needed provocations to the team.

Access

We aim to provide an inclusive environment and will work with individual participants to make sure we can meet your access needs, such as confirming wheelchair accessible venues, providing support workers or British Sign Language interpreters. This also applies to our online application process. If, for any reason, you need to apply in an alternative format, do get in touch to discuss your needs.

How we recruit (so you know what to expect)

We're committed to diversity and we're keen to contract with someone who'll add to the diversity of our team. We also want to be sure we've done a good job of letting a wide range of people know about this opportunity. We'll try not to shortlist until we have a pool of tenders where at least 34% are from groups currently under-represented in the arts and culture sector. For more info about who is under-represented see <https://www.artscouncil.org.uk/our-data/diversity-data>.

- There will be a tender panel of at least three people.
- The panel will score your tender according to the 'Skills and experience needed to do the contract' section of the tender. Read this carefully.
- Tenders that meet the skills and experience needed to do the contract criteria will be invited to a short interview.

If you're offered an interview:

We really want to get a sense of who you are at interview and we understand nerves can get in the way. To help, we'll email you the interview questions one hour before your interview, to give you some time to think through your answers. We aren't expecting 'presentations' and we'd encourage you not to read from notes, we just want to give ourselves the best chance of seeing what you're capable of and you the best chance of feeling like you've done your best.

Please include answers to the following questions in your tender:**Please tell us about up to 5 of the most relevant things you've done in the past.**

You might like to include previous contracts, roles, projects, training, study or something else. No more than 300 words (or 2 mins) in total please.

Why do you want this contract?

We're interested in what this contract would mean for you and what makes you want to do it. No more than 300 words (or 2 mins) please.

Why do you believe you'll be good at this contract?

Tell us about the qualities, competencies and experiences you have that mean you could do this contract well. No more than 400 words (or 5 mins) please.

Referees

Please give the details of two referees who know your professional work. Where possible, one of the referees should be someone you're working with currently or have worked with most recently.

Please email your tender document or link to audio/video files to info@culturallearningalliance.org.uk with the subject 'CO-DIRECTOR TENDER'.

If you have any questions about the tender or the application process, please feel free to ask. Please email info@culturallearningalliance.org.uk with a short paragraph or link to an audio/video file and provide a contact telephone number. Please note it may take us a few days to respond to queries as we do not work full-time. We cannot give you advice about what to write in your tender.