

ArtsEd



**Director of Enterprise and External Engagement
Candidate Information Pack**
February 2026

Welcome from the Principal

Welcome to ArtsEd, a unique performing arts day school, Sixth Form and Conservatoire, where creativity, ambition and personal growth come together to shape extraordinary futures. This is a time of change and opportunity for the Institution, and we are seeking a Director of Enterprise and External Engagement to join us at a pivotal moment in our journey.



ArtsEd has a long heritage of nurturing talent and inspiring confidence, preparing young people for professional success in the performing arts and beyond; the school thrives because of the students, staff and supporters who bring energy, passion and dedication to everything we do.

The Director of Enterprise and External Engagement is a pivotal, strategic role, central to shaping how ArtsEd extends its reach, reinforces its reputation, and secures sustainable income streams. It is an opportunity to lead ambitious initiatives across marketing, development, outreach, and recruitment, and to drive enterprise that enables the school to flourish creatively and commercially as part of a newly established executive team. We are also re-imagining our strategic plan and the Director will play an important part in finalising this important roadmap for our future and being an integral part of its future success.

Prof. Louise Jackson, Principal

About ArtsEd

ArtsEd (Arts Educational Schools, London) is one of the UK's foremost centres for performing arts education, with a rich heritage of innovation, excellence and impact. Its roots trace back to Grace Cone and Olive Ripman, who in the early 20th century pioneered a vocational training approach that combined academic education with specialist training in dance, drama and music. In 1939, they joined forces to form the Cone Ripman School, later renamed Arts Educational Schools. From its earliest days, ArtsEd has shaped the UK's cultural landscape, providing the founding talent for what became the English National Ballet and training generations of performers who have gone on to national and international acclaim.

The school continues to innovate while honouring its heritage. Under visionary leaders, and with the support of figures such as Lord Andrew Lloyd Webber, ArtsEd now offers outstanding programmes across its Day School & Sixth Form, Higher Education courses in Acting and Musical Theatre, short courses and wider participation activities. The Day School & Sixth Form is widely recognised as the UK's leading school of its kind, with a value-added score in the top 1% nationally. Graduates achieve exceptional outcomes: nearly all Musical Theatre graduates and over three-quarters of Acting graduates make their professional debuts within six months, while many others progress to Russell Group universities across a wide range of academic disciplines. ArtsEd combines the artistic excellence, academic rigour and strong industry connections required to educate, inspire and prepare young people for creative and professional success.



Our Vision, Mission & Values

Our Vision

To be a world-leading centre for performing arts education, recognised for excellence, inclusion and cultural impact.

Our Mission

To educate, inspire and empower students through exceptional training, creative collaboration and meaningful engagement with the wider world.

Our Values

- **Excellence** in teaching, performance and professional practice
- **Creativity** as a driver of confidence, innovation and growth
- **Inclusivity** and respect for every individual
- **Collaboration** within our community and with external partners
- **Ambition** for our students, our staff and the institution



Our Programmes & Activity

ArtsEd delivers a distinctive and diverse educational offer:

- **Day School & Sixth Form (ages 11-18)**

A rich blend of academic study and intensive vocational training in the performing arts (c.290 students).

- **Higher Education**

Degree and postgraduate level professional training in Acting and Musical Theatre, preparing students for sustainable careers in the creative industries (c.330 students).

- **Wider participation & engagement**

Saturday schools, holiday courses and outreach activity that broaden access to high-quality arts education and connect ArtsEd with its local and national communities.

Performance, collaboration and real-world preparation sit at the heart of all ArtsEd programmes.



Notable Alumni

JULIE ANDREWS



SAMANTHA BARKS



DARCY BUSSELL



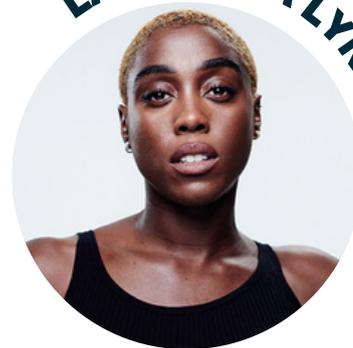
MARTIN CLUNES



OMARI DOUGLAS



LASHANNA LYNCH



MIRIAM-TEAK LEE



JAC YARROW



LEO WOODALL



Key Partners:

City St George's, University of London (Our Higher Education Validating Partner)

Andrew Lloyd Webber Foundation

Governance & Finances

ArtsEd is an independent registered charity and company limited by guarantee, governed by a Board of Trustees. It operates a blended financial model, combining tuition income with diversified revenue streams to support growth, sustainability, and strategic initiatives.

Latest financial overview (year ended 31 August 2025)

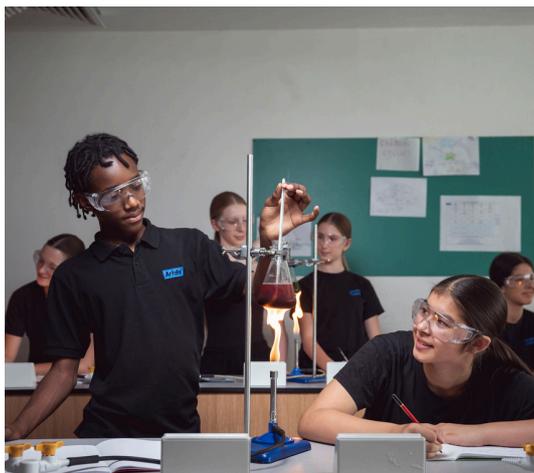
- **Total income:** £11,974,498
- **Total expenditure:** £12,101,646 (latest published accounts).

Income breakdown highlights:

- **Charitable activities:** £10.84m — core earned income from teaching programmes (Day School, Sixth Form and Higher Education).
- **Donations & legacies:** £182k — support from philanthropy.
- **Investments & other:** £112k + £838k — including non-core receipts and returns.

Revenue diversification possibilities

- Tuition fees – expansion/diversification
- Venue, studio and theatre hire
- Short courses and activities off site
- Corporate partnerships
- Fundraising and development activities
- Theatre Tax Relief and related performance-linked incentives



The Role

Department:	Executive Team
Reports to:	Principal
Responsible for:	Marketing Department, Development Department, ArtsEd Extra Department
Key Relationships:	Senior Management Team; Executive Team; Admissions colleagues within DSSF and Higher Education

The Director of Enterprise and External Engagement is a key member of ArtsEd's Executive Leadership Team, with responsibility and accountability for commercial growth, external engagement, and student recruitment across the institution. The role leads Marketing, Development, and Outreach, and oversees strategy for Student Recruitment and Admissions across the Day School & Sixth Form and Higher Education provision. Working closely with the Principal and Executive colleagues, the Director will develop and deliver a visionary and sustainable growth strategy that strengthens market position and supports institutional priorities. They will bring substantial commercial expertise and experience of delivering measurable growth within complex organisations. The postholder will provide values-led leadership to multidisciplinary teams, fostering a high-performance culture and ensuring alignment with strategic objectives. They will champion data-informed decision-making and a customer-focused approach across the organisation. Acting as a compelling external ambassador, the Director will build relationships with partners, prospective students, donors, and stakeholders to enhance reputation, reach, and revenue.

The Role

Departmental Management & Oversight:

- Provide effective line management to the Marketing Manager, Head of Development, and Extra Manager, ensuring accountability, high performance, and professional growth.
- Lead the strategic development and expansion of the team, including Lettings and Events management.
- Oversee and align Recruitment and Admissions strategy across the Day School & Sixth Form, and Higher Education, working collaboratively with sector leads across ArtsEd.
- Ensure commercial departments operate cohesively, with clear objectives, sound budget management, timely delivery, and a strong culture of professional development.

Operational Delivery:

- Ensure that departmental strategies, marketing campaigns, recruitment initiatives, development programmes, and outreach activities are integrated, coordinated, and aligned with institutional growth and income targets.
- Drive commercial performance across departments, resolving challenges, optimising resources, and delivering clear, data-driven reports to the Principal and Board on strategic progress and return on investment.
- Maintain an expert understanding of the independent and private education markets, tracking competitor activity, fee trends, recruitment patterns, and emerging opportunities for diversification.
- Lead the development of new income-generating ventures, including lettings and events, supported by robust market analysis and sound operational planning.

The Role

External Relations & Stakeholder Engagement:

- Serve as the institution's principal ambassador, building relationships with families, alumni, donors, communities, partners, and industry bodies.
- Oversee a consistent, compelling institutional narrative across all external communications, ensuring brand alignment with values and strategy.
- Represent the institution at events, conferences, open days, and networking opportunities to raise its profile and reputation.
- Collaborate with the Principal and Development team to cultivate high-value donors through personalised, impact-driven engagement.
- Forge partnerships with businesses, civic organisations, and cultural institutions to expand reach and create mutually beneficial opportunities.

Innovation & Market Development:

- Lead the identification and assessment of emerging trends, market opportunities, and innovative approaches to enhance the institution's competitive advantage.
- Explore and implement new commercial initiatives, products, and services such as lettings, events, summer schools, and international recruitment partnerships, ensuring each is supported by a robust business case.
- Encourage a culture of creativity and entrepreneurial thinking within commercial teams, empowering staff to contribute ideas and pilot new approaches.
- Evaluate the impact of innovative projects, measuring outcomes against agreed KPIs, and adapt strategies to maximise success and sustainability.
- Maintain an active awareness of developments in digital marketing, customer engagement, and fundraising innovation, applying best practice to strengthen performance across departments.

Person Specification

Essential:

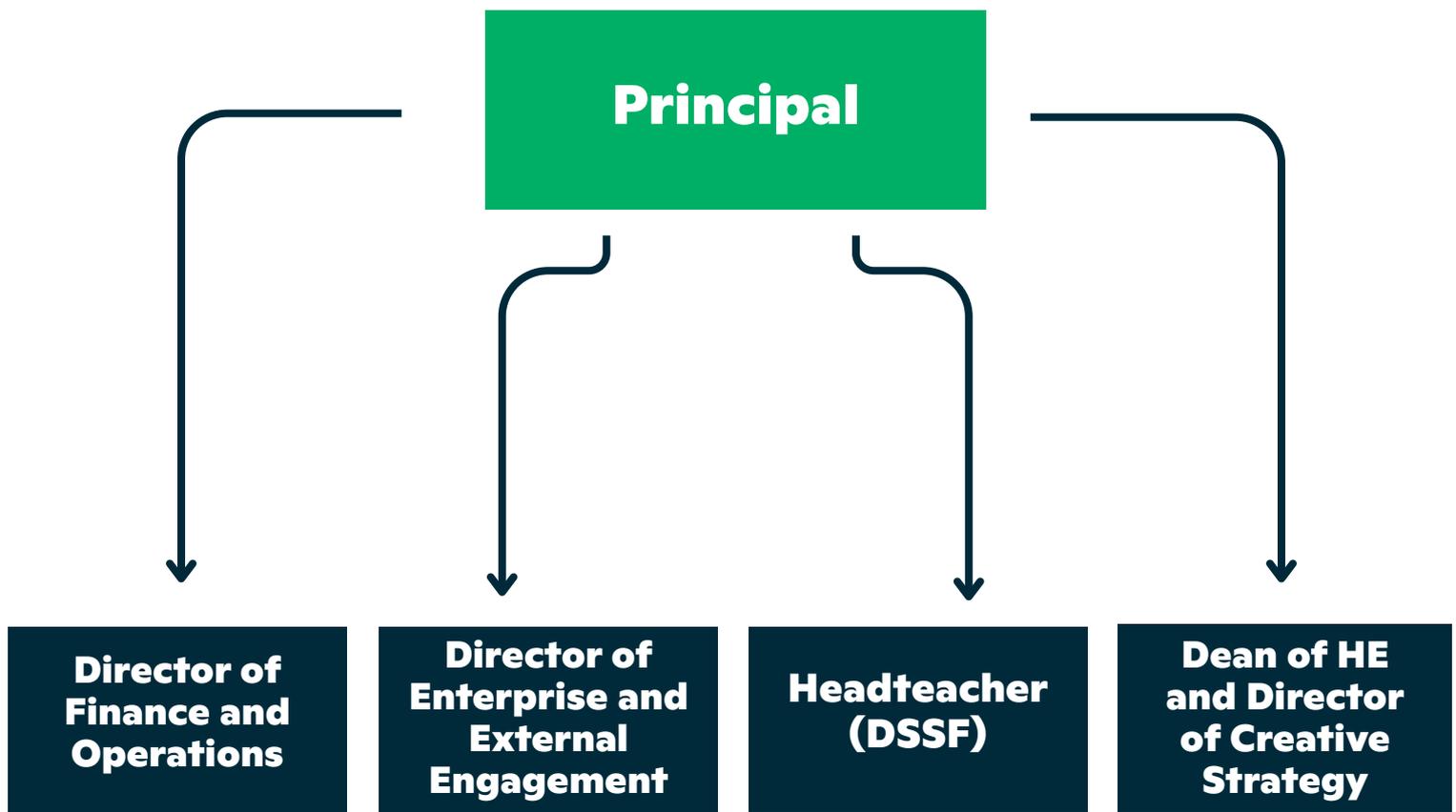
- Degree-level education or equivalent senior experience.
- Significant leadership experience in commercial, marketing, fundraising, or external engagement roles.
- Proven success in developing and delivering multi-year growth strategies and generating income.
- Experience managing multiple functions, budgets, and high-performing teams.
- Strong commercial acumen with ability to interpret financial, operational, and market data.
- Expertise in marketing, recruitment, fundraising, and brand management.
- Excellent leadership, communication, negotiation, and project management skills.
- Proficiency in digital tools, CRM systems, and analytics.
- Entrepreneurial, innovative, collaborative, and customer-focused approach.
- Resilient, adaptable, and solutions-focused with high levels of integrity.

Desirable:

- Professional qualification in marketing, business, fundraising, or related discipline.
- Experience in the independent education sector or comparable service environment.
- Track record in event management, lettings, or venue hire as revenue streams.
- Experience of working with boards, trustees, or governance bodies.
- Understanding of international recruitment markets and relevant regulatory frameworks.

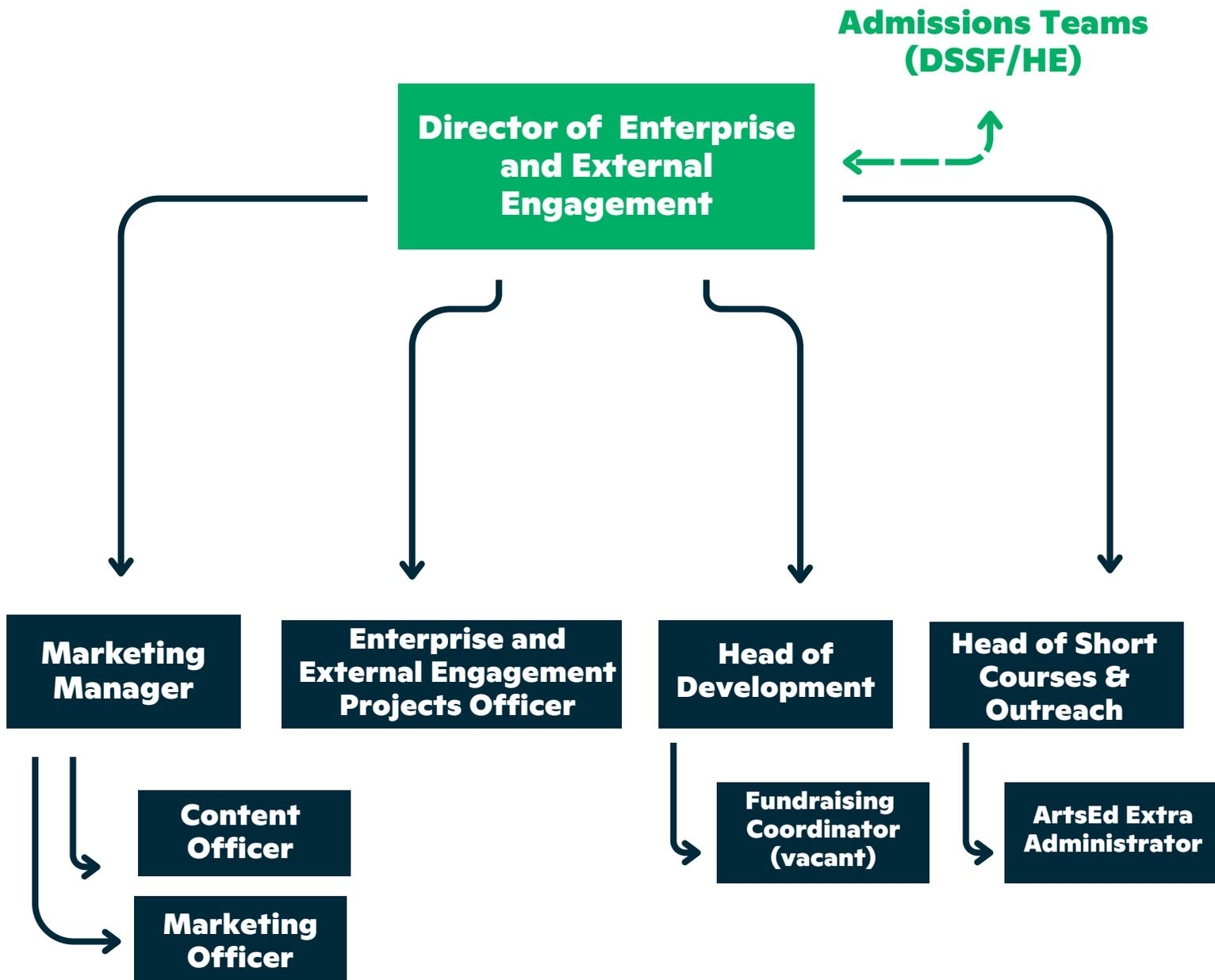


ArtsEd Executive Structure



ArtsEd

Enterprise and External Engagement and Directorate Structure



Terms & Conditions

Contract: Permanent, full-time

Working Pattern: All Year Round (52 weeks per year)

8:30am - 5:00pm

Based on-site at our Chiswick Campus

14 Bath Road, Chiswick London, W4 1LY

The postholder must be available to work weekends (Saturdays and Sundays) as required to meet operational and role-related needs.

Holiday: 30 Days Annual Leave

Pension: (& other benefits) TBA

Salary: £80,000 per annum

Safeguarding and Equal Opportunities

ArtsEd is fully committed to safeguarding and promoting the welfare of children and young people. We expect all staff—permanent, visiting, and volunteer—to share this commitment. In accordance with Keeping Children Safe in Education 2024, all successful applicants will be required to undertake thorough background checks and hold an enhanced DBS.

We are equally dedicated to fostering an inclusive, welcoming, and equitable community. ArtsEd celebrates diversity, actively works to remove barriers, and ensures that all pupils and students have fair access to training and opportunity, regardless of protected characteristics. We are especially committed to broadening representation within our senior and executive leadership teams, and we warmly encourage applications from individuals currently underrepresented in these areas.

How to apply

To apply, please send a CV and a covering letter stating why you think you are suitable for this role to our recruitment consultant, Helen Sprott, Managing Director of AEM International at applications@aeminternational.co.uk

Letters should be no longer than two pages. All applications will be acknowledged.

If you would like a confidential conversation about the role, please contact Helen via email at hsprott@aeminternational.co.uk



ISI Independent
Schools
Inspectorate

Ofsted
Outstanding
Provider

TEF Gold