

Post	50th Anniversary Director
Job Type	50 th Anniversary Director – 4 or 5 days a week, by agreement (37.5 hours/week full time) Two-year fixed-term contract with a one-year mutually agreeable extension option
Line Management	Line managed by the CEO
Salary & Annual Leave	£50,000-£55,000 (depending on experience) per year full-time equivalent, plus standard pension contributions 28 Days annual leave, 8 bank holidays and 4 days festive closure offered (adjusted pro-rata)
Start Date	As soon as possible
Shortlist Notification	Week commencing 26 th October 2026
Interviews	Weeks beginning 2 nd and 9 th November (in person at Somerset House)
Location	London or London-adjacent base required. Some travel will be required with reasonable expenses reimbursed, as well as some evening and weekend events (for which time off in lieu will be agreed). Desk space available at our Somerset House office. Flexible working, with core hours of 10am to 3pm.
To Apply	Please upload your CV and a covering letter outlining how you meet the criteria and detailing your knowledge and experience to this link https://www.surveymonkey.com/r/50thAnniversaryDirector by 9am, 26 October 2026. Please include the names and contact details of two referees who are in a position to comment on your work professionally, with a brief indication of how long and in what capacity they have known you (referees will not be contacted before interview).
Notification	We regret we are unable to provide feedback unless you are shortlisted. We will notify you to let you know if you have been shortlisted or not.
	Live Music Now is committed to being an Equal Opportunities employer and as such we actively encourage applications from people

	who are under-represented in the cultural sector and our organisation, including those facing disabling barriers or who have experienced racism. Short-listed candidates will have the opportunity to discuss their access requirements for the interview. If you require help completing your online application, or if you would like to submit your responses in a different format, please email jobs@livemusicnow.org.uk or call Laura Johnson on 07777 177989.
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About Live Music Now

Live Music Now (www.livemusicnow.org.uk) is a charity founded in 1977 by renowned musician Yehudi Menuhin working to improve life outcomes through music.

We believe that live music and shared music making can support profound change in our communities. Our specialist workforce of over 300 professional musicians delivers more than 5,000 sessions a year focused on supporting our core outcomes of resilience, communication skills, emotional regulation, inclusion and community building. Whether working with a person living with dementia, a healthcare worker or a young person in a Special School our programmes have been shown to enhance health and wellbeing, boost confidence and skills, and create opportunities by recognising the potential of every individual. Through inspiring musical experiences, we help people express themselves, create meaningful memories, gain agency in their lives, and find joy.

Our work is backed by research, partnerships, advocacy and musicians' training across England, Wales, Northern Ireland and in the international community. Although we are a relatively small organisation, we have a big impact in the UK's music, arts and healthcare sectors.

Our Organisational Structure

Live Music Now works alongside our communities across three main strands of work:

- Music in Education
- Music in Health
- Music in Place

Delivering across the UK with distinct national offices in Wales and Northern Ireland.

The Music in Health programme offers strategic music interventions across health and care settings, enhancing wellbeing and supporting the wider determinants of health through music. Our sessions take place in residential and day care settings, hospitals and hospices, as well as community venues. We provide 1,600 performances and music-making sessions annually, reaching 28,000 participants, including parents in challenging situations and older adults living with dementia.

The Music in Education programme focuses on enriching musical opportunities for children and young people with additional learning needs in specialist education settings. We organise

4,000 inclusive music sessions annually reaching 35,000 children through our participatory concert programmes and 2,000 through musician-in-residence programmes.

The Music in Place programme focuses on community-led interventions across the life-course in Medway, Wales and Northern Ireland. Our work exploring heritage and environmentally focused projects, runs alongside programmes aimed at building resilience and supporting community cohesion in these areas.

Our programmes are supported by high-quality, specialist training that equips our professional musicians to work effectively with participants. This training is led by expert practitioners, including Live Music Now alumni.

50th Anniversary Director

Job Description and Person Specification

About this campaign

Live Music Now was founded in 1977 by Yehudi Menuhin and Sir Ian Stoutzker on a conviction that has remained steadfast: that everyone has the right to a musical life, and that those who would benefit most from the power of live music often have the least access to it.

As we reach our fiftieth year in 2027, reflecting on our origins, we want to take on what may be the hardest question our sector faces: how it is that after fifty years, and alongside many other organisations, we are still fighting to make the case for music? We are a small national organisation, and we cannot change the system on our own. What we can be is a catalyst: the organisation that asks the question, puts a first draft on the table, and convenes the people better placed than us to answer it.

The 50th Anniversary Campaign is what makes that possible. It will raise £1 million across 2027 and 2028: strengthening Live Music Now's foundations and funding the collaboration and advocacy that a sustained case for music needs.

Role purpose

The 50th Anniversary Director will lead that campaign: building the major donor and corporate relationships that deliver the £1 million, leaving behind a philanthropic base that outlasts the anniversary year and leading the programme of activities across the year and beyond.

The post reports to the Chief Executive and works closely with the 50th Anniversary Committee and the Chair of Live Music Now, Sir Vernon Ellis.

The 50th anniversary programme

The campaign is built around a programme with the preliminary phases underway:

- 50th anniversary committee established and actively building partnerships
- Development phase from appointment through to the anniversary launch in May 2027; public phase across 2027 and 2028
- *Musical Moments* – a celebration of live music created and shared across the United Kingdom
- *Unfinished Journey* – our invitation to the sector to collaborate and advocate together

- Symposium in November 2027 on the impact of music in health, education and place, and an international conference with Live Music Now international sister organisations.
- Beacons – Archive, storytelling and history project
- Series of fundraising events, including cultivation events, concerts and a potential 50th Anniversary celebration in collaboration with the charity's patron.

How the role works with the Live Music Now team

This is not a start-up post, though considerable development will be needed at speed. The 50th Anniversary Committee is established, with Trustee support, and is already generating warm leads. The anniversary programme and its marketing assets are already under development, and the sector collaboration group is expected to meet in the Autumn of 2026, for further expansion into 2027 and beyond.

The postholder will work alongside our Development Manager, who leads Live Music Now's individual giving and Trust & Foundation fundraising, and reports, like this post, to the Chief Executive, and a development and communications assistant which will split time equally across the 50th Anniversary Campaign and wider central organisational support needs. Individual giving below major donor level, including the supporters that *Musical Moments* (the national fundraising campaign) brings in, sits with the Development Manager, and the two roles will work in close partnership.

This post has no primary line management responsibility, though it will feed into the management of the assistant role, and does not sit on the senior management team. This is deliberate as the campaign has a hard deadline, and we want whoever takes it on to spend their time in front of potential donors and partners, and delivering the programme.

Key responsibilities

Campaign leadership

- Own and lead the 50th anniversary campaign to its £1 million fundraising target across 2027 and 2028, planning and running it through a development phase and a public phase
- Manage and build the campaign's supporter pipeline including warm relationships handed over from the Chief Executive and 50th Anniversary Committee
- Develop the pipeline through identification of new potential supporters, and their cultivation, solicitation and ongoing stewardship
- Work with the 50th Anniversary Committee and the wider Board of Trustees, supporting them to open doors and to make asks
- Be an ambassador for Live Music Now, representing us at external events
- Work with Trustees, senior volunteers and patrons to extend Live Music Now's reach into new networks
- Report on campaign progress against target to the Chief Executive, the committee and the Board

Philanthropy and major donors

- Personally identify, cultivate and solicit major gifts, with a focus on five- and six-figure commitments
- Give particular focus to unrestricted income, which is what allows the charity to build its free reserves

- Build and manage a portfolio of individual philanthropists, stewarding them through and beyond the anniversary
- Design and deliver the cultivation event programme

Programme leadership and management

- Lead on the development and planning of the 50th Anniversary programmes, with additional support from the central development team and the committee
- Project manage the delivery of the 50th Anniversary programmes, including the sector collaboration work, national campaign and fundraising programme
- Provide monthly reports on fundraising and programme delivery to the 50th Anniversary Committee, the Chair of the Board and the CEO
- Develop, alongside the CEO, a programme legacy to ensure long-term impact and financial support emerges out of the 50th Anniversary

Corporate partnerships

- Secure and steward corporate sponsors and partners, for the anniversary programme and for Live Music Now's core work
- Develop sponsorship propositions across the anniversary events, the symposium and the international conference
- Ensure gift acceptance and due diligence decisions are properly evidenced before donations are accepted

Case for support and campaign communications

- Develop and maintain the campaign's case for support, drawing on the 50-year history, the Live Music Now's core outcomes and the difference Live Music Now's musicians' have made and continue to deliver to bring in new supporters and materially increase Live Music Now's profile
- Make the case for investment in the foundational capacity for sector wide collaboration, ensuring Live Music Now and our industry colleagues have the support needed to work together on systemic change
- Work with central communications and development colleagues to produce campaign materials, including social media content, PR and print
- Ensure timely and appropriate donor and sponsor communications and reporting

Budget, systems and compliance

- Develop, manage and report on the detailed campaign budget
- Adhere to and uphold Live Music Now's policies and procedures including safeguarding, project approvals, brand guidelines and EDIB
- Ensure all fundraising activity complies with the Code of Fundraising Practice 2025, data protection law and Gift Aid requirements
- Take part in internal training sessions; share learning from external training events and support skills development with colleagues
- Undertake any other duties as requested by Line Manager, relevant to this post

The post is fixed term for two years (plus a potential one-year option). If the campaign is successful, we are open to a discussion about a permanent role covering Philanthropy and Partnerships.

50th Anniversary Director - Person Specification

	Essential	Desirable	Assessed
Experience			
A track record of securing philanthropic gifts of five and six figures, or of building the relationships that led to gifts at that level	x		Application & interview
A track record of winning, growing and retaining corporate partnerships	x		Application & interview
Experience of leading a fundraising campaign or appeal to a defined target and timescale	x		Application & interview
Experience of working with a Board, committee or senior volunteers to secure income	x		Application & interview
Experience in building trusted relationships at all levels with supporters including HNWI, corporates, Trustees and colleagues	x		Application & interview
Experience of an anniversary, capital or other milestone campaign		x	Application & interview
Skills/competence			
Able to take on supporter relationships originated by others and carry them through to a gift, without losing the warmth already built	x		Application & interview
Demonstrable organisational skills and the ability to juggle a varied and fast-paced workload.	x		Application & interview
Complex project management skills	x		Application & interview
Good IT skills (Excel, Word, Outlook, PowerPoint)	x		Application & interview
Strong reporting skills, able to convey value alignment and impact	x		Application & interview
Sound organisational and time-management skills.	x		Application and interview
Excellent communication skills, written and verbal, with good telephone skills and willingness to engage with a diverse range of partners.	x		Application & interview
Finance			
Strong budget management skills	x		Application and interview
Working knowledge of using fundraising CRM systems		x	Application and interview
Knowledge and approach			
Marketing or campaigns communications experience		x	Application and interview
A passion for, and commitment to, the potential of music as a tool for social change, and its impact both on participants and musicians.	x		Application and interview

Working knowledge of the Code of Fundraising Practice	x		Application and interview
General			
Energetic, creative, self-motivated and committed.	x		Interview
Self-starting and ambitious, able to set priorities, meet targets and work alone, while operating as part of a wider team under direction.	x		Application and interview
Able to remain calm under pressure and solve problems.	x		Application & interview