

ROLE DESCRIPTION AND PERSON SPECIFICATION: NON-EXECUTIVE DIRECTOR

Role Title: Non-Executive Director

Service: Board of Directors

Pay Band: unremunerated

Reports to: Chair of the Board of Directors

About Bird College:

Founded in 1946 by Doreen Bird, Bird College has been providing vocational training for young people who wish to pursue a career in dance and musical theatre for almost 80 years. Its graduates can be seen performing around the world in musicals, television and dance companies.

Based in Sidcup, the College has a mission to deliver outstanding and innovative education and training in an evolving and progressive environment, and to equip the next generation of global performers and creative artists. This mission is underpinned by its values to educate, nurture, create and inspire.

Having appointed a new Principal and CEO to start in January 2025, the College is now looking to enter the next phase of its journey and to expand its focus to the broader live entertainment and events industry, including its business and technological needs. As well as its reach, the College will also be undertaking the journey to independence through the acquisition of degree awarding powers and university status.

Purpose of Role:

As the College embarks on this new journey, it is seeking Non-Executive Directors who can support its transition into new subject areas and also to becoming an independent higher education institution.

More broadly, and collectively with the other members of the Board of Directors, Non-Executive Directors are responsible for the business of Bird College, providing support, challenge and strategic direction to the Principal and CEO and wider executive team.

Role Responsibilities:

- **Strategic Leadership:** to determine Bird College's strategy and to act in furtherance of the College's strategy, vision, mission and values through contributions at Board and committee meetings.

- Industry Advice: to support the College to understand cutting-edge and future industry developments (specifically the live performance and events industries) including the skills and capabilities needed for successful employment; and/or to be an expert in higher education to support the College on the journey to degree awarding powers and university status.
- Ambassador: to act as an ambassador for the College and to promote it externally, providing links to networks that can benefit the College.
- Proper Conduct of Public Business: to observe high standards of corporate governance, including respecting and promoting equality and diversity, in accordance with the Nolan Principles.
- Financial Management: ensure the financial health of the College, including in relation to accountability processes; monitor the management of the College's finances and cash balances; and to sign off the annual accounts.
- Efficiency and Effectiveness: attend scheduled Board and committee meetings and impartially contribute to decision-making; monitor the College against agreed KPIs.
- Relationships: maintain effective relationships with the Chair, other Non-Executive Directors, the Principal and CEO and broader executive team, whilst understanding and respecting the distinction between the executive and non-executive roles.
- Training and Induction: attend a Non-Executive Director induction programme; undertake any other such training as may be required from time to time; and participate in Board effectiveness reviews.

Key working relationships:

Chair of the Board of Directors; Non-Executive Directors; Principal and CEO; Deputy Principal; Executive team.

Person Specification

	Essential	Desirable
Substantial experience at a senior level in the live entertainment and events industry, either in business, technology or performance.	✓	
OR		
Substantial experience at a senior level in higher education with the ability to support the College on its journey to independence.		
A strategic mindset with the ability to contribute to the strategic leadership of Bird College.	✓	
Support for the mission, vision and values of Bird College.	✓	
Tact and diplomacy and the ability to work collaboratively in a board environment and to act as an ambassador for the College.	✓	
Ability to commit the time necessary for the role (approximately 10 days per annum).	✓	
Commitment to higher education and the live entertainment and events industry.	✓	
A demonstrable commitment to equality and diversity.	✓	
Board director and/or trustee experience.		✓

Upcoming Board Dates currently set:

Please note, all Board meetings are held in person in Sidcup, London (an option to attend online will also be available):

25 March 2025

01 July 2025

In addition, Non-Executive Directors typically serve on one or more committees which are usually online.

Meetings are typically held at 3pm