

## Relationship Manager - Music

## Role Description

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| Salary grade: |  | D |
| Reference number: |  | RMM |
| Team: |  | Arts |
| Reporting to: |  | Head of Music |
| Line managing: |  | No line management responsibility  |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, whereas many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

The Relationship Manager for Music is a dynamic, high-visibility role for a passionate advocate who will become a recognised and trusted presence within Wales’s diverse music ecosystem. You will be the vital connector who strengthens relationships across all musical genres and communities, ensuring that Welsh music voices are heard, celebrated, and supported at every level.

As an energetic champion for Welsh music, you will work as part of a specialist music team alongside the Head of Music and Music Enabler, sharing responsibility and knowledge across traditional, contemporary, classical, jazz, global, opera, and experimental music forms. Together, you will build meaningful connections with artists, organisations, venues, festivals, and community groups throughout Wales. Your visible presence at music events will be essential to implementing the Head of Music's strategic vision through authentic, sustained engagement with the sector. You will work closely with Business Enabler colleagues to support the music organisations and musicians we invest in.

Throughout all aspects of this role, you will consistently integrate the Arts Council's key cross-cutting themes: Welsh Language development, Diversity and Inclusion, and Climate Justice. Underpinned by the Wellbeing of Future Generations Act, and aligning with Welsh Government priorities, you will take a long-term, collaborative approach that considers the cultural, social, economic, and environmental well-being of Wales’s music communities.

### Principal responsibilities

As part of your role, you will:

* Build and maintain strategic relationships across Wales’s diverse music communities
* Support the Head of Music in implementing music sector development strategies
* Help to coach and mentor the team enabler
* Serve as primary contact point for musician and select music MYF organisations
* Advocate for Welsh music at key sector events
* Facilitate connections between music practitioners, sector bodies and broader infrastructure such as education
* Monitor and report on music sector developments and emerging opportunities
* Support music MYF organisations and musicians in accessing Arts Council funds and services
* Contribute to music policy development through sector intelligence and feedback
* Foster inclusive practices within Wales’s music communities
* Champion diversity across all musical genres and cultural traditions

#### Relationship Building & Sector Engagement

* Develop and maintain comprehensive networks across Wales’s music sector
* Build trust-based relationships with music artists, composers, performers, and organisations
* Facilitate introductions and connections within and beyond the music sector
* Attend music events, festivals, and showcases to maintain sector presence
* Support music practitioners in navigating and improving Arts Council services and opportunities

#### Music Sector Development

* Work with the Head of Music to identify sector development opportunities
* Support implementation of music-specific policies and initiatives
* Gather and share intelligence on emerging trends and challenges in music
* Facilitate peer-to-peer learning and collaboration within music communities

#### Advocacy & Representation

* + Represent Arts Council interests at music sector events and meetings
	+ Champion Welsh music from traditional forms to experimental practices
	+ Advocate for diverse musical voices and underrepresented communities
	+ Support the Head of Music in external representation activities
	+ Promote Arts Council music programmes and opportunities

#### Quality & Impact Monitoring

* + Monitor artistic quality and impact of music activities across Wales
	+ Conduct site visits and attend performances to assess supported work
	+ Provide specialist music knowledge to inform Arts Council decision-making
	+ Contribute to music sector analysis and reporting
	+ Support evaluation of music programmes and initiatives

#### Partnership Development

* Develop strategic partnerships with music education providers
* Build relationships with music festivals, venues, and promoters
* Connect with music development agencies and funding bodies
* Foster relationships with international music networks and partners
* Support collaborative projects between music organisations

####  Key Relationships

* Support the Head of Music and Arts team colleagues
* Advise music artists, composers, performers, and creative practitioners
* Advise music organisations including venues, festivals, and promoters throughout Wales
* Understanding of Music education providers and community hubs
* Understanding of Local authority arts and cultural services
* Engage with music industry stakeholders and development agencies
* Foster peer to peer connections with national and international music networks and partners

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company, and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward-looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So, we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | Essential | Desirable |
| Qualifications | * Music related degree and/or significant professional experience in the music sector
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| Knowledge | * Strong knowledge of Wales’s music sector across multiple genres
* Understanding of contemporary music practice and cultural contexts
* Knowledge of equalities issues and their application to music development
* Understanding of the challenges facing music practitioners in Wales
 | * UK and International music sector knowledge and networks
* Understanding of music education and community development
* Knowledge of digital and emerging music technologies
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| Skills  | * Excellent relationship building and networking abilities
* Strong communication and advocacy skills
* Ability to work across diverse musical genres and communities
* Competent IT and administrative skills
* Cultural sensitivity and inclusive practice skills
 | * Project coordination experience
* Event planning and management skills
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| Experience | * Active experience working within Wales’s music sector
* Experience building professional networks and partnerships
* Experience supporting artists or arts organisations
* Experience working with diverse communities and cultural practices
 | * Experience working across multiple music genres
* Experience in public or charitable sector music development
* Experience with UK and international cultural exchange programmes
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| Attributes | * Passion for music across all genres and traditions
* Outcome-focused with ability to work independently
* Strong interpersonal skills and emotional intelligence
* Commitment to diversity, inclusion, and cultural equity
* Flexibility and adaptability in a changing sector environment
* Ability and willingness to travel frequently throughout Wales and beyond
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| Welsh language | * Everyone’s story with the language is different and we recognise that levels of ability and confidence vary from person to person. We are looking for an individual who understands the culture of the country; the varied relationship of the people of Wales with the Welsh language and who is committed to developing innovative use of the Welsh language both linguistically and culturally within the Arts Council and the wider sector. Learning Welsh language skills will be necessary when appointed. We will ensure you receive relevant support to increase or learn Welsh language skills
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