

ROLE TITLE:	Advisory Board Member
LOCATION:	No specific location. Will require occasional travel to London
SALARY:	£250 per meeting to cover expenses
START DATE:	June 2026
TERM LENGTH:	Two years, maximum of three terms. Option to re-apply after a min of two years outside the Board

Serious Overview

Serious programme, create and produce live and digital concerts and events which are ambitious, high-quality and for everyone. We believe everyone can engage with music in a way which represents them and matters to them.

Our mission is to collaborate with artists, partners and participants to produce events which put music, creativity and social inclusion at the core. Our vision is that Serious generate the space for original, distinctive and relevant creation which has meaning for a wide range of audiences.

Every year, Serious make a major contribution to the UK's musical and cultural life through a dynamic national programme that is internationally recognised, working with a network of partners to ensure the greatest reach for our work. Our aim is to harness the power of transformational live music to create remarkable experiences, and we do this by developing artists and audiences and maximising on our increasingly exercised digital capabilities. We are passionate about extending the reach of our music programme and increasing the scope of people who experience the exceptional artists and events that we present.

Serious' activity covers four areas: Festivals and Concerts, new commissioned work for partners, Creative Engagement (CE), and Talent Development (TD). These headings represent core approaches, which are interdependent, collaborative and which co-exist in the live and digital realms to maximise impact.

The objective of the Advisory Board is to provide current knowledge, critical thinking and analysis to support and inform the decision-makers who represent the company.

Role Overview

We are recruiting a new Board member for our Serious Advisory Board. The Board exists independent of the executive leadership. This is a unique chance to join the Board at an exciting point for Serious where we are re-working our strategy and business plan.

As a Board member, you will support and advise on Serious' goals and objectives, provide oversight, expertise and sign off on various policies and reports. You will ensure the business is well-run and properly governed which includes signing off quarterly accounts and management reports, as well as any annual policy updates. You will receive written and verbal updates from the Serious team on how they are progressing against their internal targets, in order for you to fully understand the company's goals and success measures. Where required, this sign off procedure will feed into various funding agreements, including with the Serious Trust and Arts Council England. You will work closely with the

Directors, Head of Operations and Head of Creative Engagement & Fundraising throughout this process.

We really value advocacy on the wonderful work we do, so we are looking for Board Members who are passionate about what Serious does and represents, and who have the skills and experience to provide expertise during this exciting period of development and evolution.

As a Board member, you will be joining an active and dynamic team of creatives and you will have the opportunity to attend our year-round programme and our hospitality events.

We value the benefits that a diverse board can bring so welcome applicants from all cultural, personal and socio-economic backgrounds. We are open to applicants who may be seeking their first Board member position as well as more experienced candidates.

Role description

Board Member Responsibilities

- To provide expertise in various fields of work in order to help the company grow
- To be responsible for ensuring the business is well run, which will include giving approval of quarterly management accounts, quarterly narrative reports and other annual reports and policy updates.
- To act as a representative and advocate of Serious, if required, to Arts Council England and other funders, sponsors, partners and stakeholders.
- To act in Serious' best interests

Additional Board Member Responsibilities

- Attend quarterly board meetings, reading board reports ahead of time and offering ideas for improvements to the company
- Attend important company events and receptions and bring contacts that may be beneficial to the business
- Support the fundraising operations of the company through expertise and your network
- Review risks that the company may face and support mitigation processes put in place by the Directors

Person Specification

We are looking for Board Members with significant capacity to support and represent the company over the course of the coming years. We are looking for people who have:

- An awareness of the music and/or creative industry
- An understanding and appreciation of the music that Serious Events presents
- A willingness to commit the necessary time and effort
- Strategic vision
- An ability to act with reasonable care and skill
- An ability to think creatively and problem-solve

- Good, independent judgement
- Exceptional leadership and teamworking skills
- An ability to interpret management accounts and financial information
- An ability to challenge current thinking in a constructive manner

Additionally, all Serious Board members will be expected to demonstrate specific knowledge and expertise in at least one of the following areas:

- Music or arts
- Business law, governance and/or other legal expertise
- Fundraising
- Financial management / economics
- Marketing / Sponsorship / New Business Development

Appointment and Resignation

There shall be at least four Board members. No maximum number is set.

Potential new Board Members may be suggested and considered by Board Members at any time. If all Board Members agree the suitability of the suggested new Board Member, the Serious Events Directors will meet with the proposed Board Member and report back about their suitability, availability and interest.

Based on this feedback, the Board Members and Serious Events Directors will decide whether to appoint this new Board Member and Serious Events Directors will write to formally invite them to join the Advisory Board.

Board Members are elected to serve for a term of two years, after which they may be re-elected at the next Annual General Meeting. Board Members are limited to three terms (six years). In extraordinary circumstances, Board Members may be asked to extend their term in the interests of organisational stability. If a Board Member has served three terms (six years), they do have the option to return to the Board after a minimum period of two years has passed. The Serious Events Directors will meet with Board Members annually to review their engagement with the Board.

Board Members are expected to serve a minimum of one two-year term. In exceptional circumstances, Board Members can resign mid-term with a three-month notice period.

How to apply

If you would like to apply for this role, please send your CV and covering letter to milly.price@serious.org.uk, mentioning where you heard about this role in your application.