

JENNIE CASHMAN WILSON

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CREATIVE INDUSTRIES CONSULTANT & COACH

Music education and career development specialist with 15 years experience supporting the creative and career progression of children - young adults, particularly those from minoritised communities. Career highlights:

- **Vision & Strategy:** created ambitious, collaborative strategy that grew the Abram Wilson charity from conception to a high-impact charity; facilitated vast array of networks, partnerships and collaborations that broke new ground in galvanising the music industry to connect and support young people into creative careers.
 - **Programme Design & Development:** directed research, planning and development of high-impact music education and career development schemes. Skilled in design (market research, demand planning, competitor / gap analysis, stakeholder mapping, data gathering) through to delivery, management, monitoring and evaluation.
 - **Financial Sustainability:** devised and implemented income generation strategies that drive long-term financial health, with a wealth of expertise in funding mechanisms, including trusts and foundations, individual giving, statutory funding and earned income. Experienced in managing fundraiser and bid teams.
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PROFESSIONAL EXPERIENCE

THE ABRAM WILSON CHARITY

JUN 2012 – AUG 2023

Inspired by the critically acclaimed and award-winning musician, Abram Wilson, the Abram Wilson charity inspires, connects and opens doors to the music industry so that minoritised young talent has an equal chance to realise their creative potential.

FOUNDER & CHIEF EXECUTIVE OFFICER

- **Strategic Vision:** led ground-up strategic development and growth of award winning, impactful charity; since 2013, worked with hundreds of young people and performing artists, including those who secured label signings, distribution deals, album and LP launches, high-profile performances, awards and nominations.
- **Programme Development:** created innovative music education and career development programmes from concept, planning and launch to monitoring and evaluation. Conducted deep-dive industry consultation to inform programme design; market research, stakeholder mapping and analysis; data collection and evaluation.
 - ✓ **Career Development Programme:** 18-month programme where I led on delivering personalised coaching, mentoring and career strategy sessions, plus booking industry expert masterclasses. 2021-23 cohort consisted of 12 emerging musicians (75% female / nonbinary, 58% global majority community). Empowered six mentees to sign with a label and five mentees to self-release; 10 were supported to design and deliver AW music education projects. Piloted online course in 2023 for 16 musicians on how to build a successful career in music.
 - ✓ **Future Sound:** award-winning music education programme for 11-18 years, pairing young people in schools with emerging UK jazz acts, leading to a professional performance and recording studio session. Brokered partnerships with Co-op Academy Trust, Mossbourne Community Academy, Church of Sound, The Yard, Premises Studios, Strongroom Studios and Platoon. Worked with Kokoroko, SEED Ensemble, Jas Kayser and Matters Unknown to name a few. Delivered professionally filmed digital programme during pandemic called Future Sound Digital.
 - ✓ **Achieve Your Greatness:** multi-arts primary school programme for 7-11 year olds from minoritised communities. Expanded to schools based in deprived areas across London and to Birmingham. Reached 10,000 pupils through workshops and assemblies.
- **Income Generation | Fundraising:** grew charity to annual turnover of £260k in 2022 from a diverse range of income streams, including trusts and foundations, individual giving, and earned income. 70-80% of funding secured from trusts and foundations, including Arts Council England, Youth Music and PRS Foundation.
- **Brand & Marketing:** built highly-engaged supporter base through brand development and marketing activity, securing significant followers on social media (purely organic growth), and subscriber list with strong conversion rate. Led rebrand in 2021 that modernised look and feel, underpinned by market research and focus groups.
- **Governance:** grew diverse Board of Trustees to provide high-value strategic support and guidance to the charity, and oversee financial health and compliance in line with Charity Commission requirements, comprising top industry professionals, and with Jools Holland and Nitin Sawhney OBE as patrons.

- **People & Culture:** built a team of nine communications, fundraising, education and administrative professionals, with an operating model that could scale and consolidate according to organisational need, ensuring lower cost structure whilst providing flexibility for workforce of predominantly working parents.

GREEN MAN TRUST

AUG 2014 – SEP 2015

Green Man Trust was a newly formed charitable arm of Wales's largest contemporary music festival.

HEAD OF DEVELOPMENT (PART-TIME)

- **Defined vision, mission and aims for the Green Man Trust, and led official launch at Green Man Festival 2015,** working closely with Marketing and Communications team and Green Man Radio for maximum exposure.
- **Created a robust three-year fundraising strategy, and met initial £100K fundraising target.** Implemented donor research tools, and established new database system. Identified HNWI festival attendees.
- **Nurtured relationships with trusts and foundations;** PRS for Music Foundation, Help Musicians, the Ashley Family Foundation, the Leverhulme Trust, Jerwood Charitable Foundation, plus Arts Councils of Wales and England.
- **Built Advisory Board of influential individuals,** working closely with CEO.

NATIONAL CENTRE FOR CIRCUS ARTS

JAN 2011 – JUL 2014

NCCA is one of Europe's leading circus training schools; £2.6M turnover.

HEAD OF DEVELOPMENT

- **Created, articulated and implemented fundraising vision, uniting organisation** behind one common goal for growth, underpinned by a clear communications plan. Recruited two new fundraisers.
- **Exceeded fundraising targets by double - and triple digits each year, including landmark £600K donation,** the largest in the charity's history. Secured major new corporate donors, and grew individual giving from zero to 17% of donations.
- **Staged first-ever major fundraising gala, raising >£100K after costs.** United and led expert committee of 20 internal leaders and consultants.

ABRAM WILSON LTD

MAY 2011 – JUN 2012

Abram Wilson was a renowned jazz trumpeter born in New Orleans and based in London.

ARTIST MANAGER

- **Planned, negotiated and managed professional opportunities for Abram Wilson,** overseeing a small team of PR and strategy consultants.
- **Led coordination and delivery of 20-date UK tour for the Abram Wilson Quartet and Septet,** arranging all gigs, rehearsals, schedules and fees. Liaised with band members.
- **Planned new jazz-theatre production that received £10K grant from Arts Council England,** collaborating with Abram and award-winning director, Pia Furtado, to deliver first stage.

TOMORROW'S WARRIORS

JUN 2009 – JAN 2011

Leading young artist jazz development programme, focused on young people from African diaspora and girls.

LEARNING & DEVELOPMENT MANAGER

- **Co-created and delivered artistic and education programmes that drove growth and status of UK jazz scene;** led programmes from planning and design to launch and evaluation, including budget management.
- **Conceived and led partnership with Southbank Centre;** developed a curriculum for a structured programme of jazz education, still running today, having launched Mercury-award winning musicians.
- **Secured income from new sources, including three-year >£500K grant from Arts Council England,** plus grants from Youth Music and Ernest Cook Trust.

CARDINAL HUME CENTRE

JAN 2008 – JUN 2009

Provides homeless young people, families in need and local people support to realise their full potential.

FUNDRAISING DEVELOPMENT OFFICER

- **Devised and delivered statutory fundraising strategy from scratch** and contributed to expanding trusts and foundations plan, exceeding target by 30%.

YOUTH MUSIC THEATRE

JAN 2007 – JAN 2008

The UK's national music theatre for young people.

DEVELOPMENT OFFICER

EDUCATION

Relational Dynamics Coaching (ILM Level 7 equivalent), accredited by Culture at Work, 2019

Diploma in Spanish as a Foreign Language (DELE), Advanced – Pass (pass rate: 70% or above), Institute of Cervantes/City Lit, London, Sep 07 – May 08

Cambridge Certificate in English Language Teaching to Adults (CELTA) – Pass, International House, Madrid, Aug 05

MA (Hons), History of Art, 2:1, University of Edinburgh, 1999 – 2003

PUBLISHED CHILDREN'S AUTHOR

In August 2023 I became a first-time published children's author with my autobiographical children's book 'Becoming Brave' which explores the themes of love, grief and believing in yourself. It was published by Little Tiger and reviewed in The Guardian. More information can be found on my website here: www.jenniecashman.com/my-book

AWARDS & TRUSTEE ROLES

Trustee, Bedford Creative Arts, 2024

Founding Trustee, Durham Music Trust, 2016 -2022

WACL Future Leaders Award, Women in Advertising and Communications, 2018

WISE 100, Natwest (recognising 100 leading women in social enterprise), 2017

COURSES & CERTIFICATES

SOS Internationale, Working with Children, Young People and Families using Somatic Experiencing, NeuroAffective Touch and The Vital Parenting Tasks (three-day course), and Introduction to Somatic Experiencing (two-day course), 2023

Relational Dynamics 1st, Sharpen the Saw – three-day top up coaching course in person, 2023

Relational Dynamics 1st, Sharpen the Saw – three-day top up coaching course online, 2021

Clore Leadership Foundation, Two-week intensive residential leadership course for leaders working in the arts, 2018

National Arts Fundraising School, Intensive week-long residential course covering all aspects of fundraising in the arts developed and led by renowned fundraiser and founder of the Management Centre, Bernard Ros, November 2009

CREATIVE INTERESTS

The Poetry of Picture Books with published children's author and illustrator Margaret Sturton, Two-month weekly course for picture book writers, 2023

Mindful Play course with director and clown Holly Stoppit, One-month weekly course exploring mindful play, 2022

Orange Beak Studio Picture Book Week, One-week intensive picture book course covering all aspects of writing and illustrating a children's picture book, 2021

How To Be More Of A Stupid, Follow up two-week intensive clowning course with Angela de Castro as part of the Why Not Institute, 2020

How To Be A Stupid, Two-week intensive clowning course with Angela de Castro as part of the Why Not Institute, 2019