

BUSINESS ADVISOR, Part Time
North of Tyne, Culture & Creative Fund

THE ROLE

Creative England and the Creative Industries Federation joined forces in 2020 and are now part of the Creative UK group. We are the network for the Creative Industries, and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy to build prosperity and bring communities together. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

Creative England has been awarded funding from the North of Tyne Combined Authority (NTCA) to deliver on the Culture and Creative Fund. With a close network of partners our aim is to support creative individuals and creative and cultural businesses with a mixture of grants loans and wrap around business advice to create new revenue-generating cultural and creative products and services; diversification into new forms of practice; and the development of new business models.

Working in North of Tyne Combined Authority area, our Business Advisor will work closely with SME's, organisations and freelancers in the North East. Your goal will be to provide ongoing support to businesses and beneficiaries to help them adapt grow and scale, ensuring they are well equipped to benefit from the programme. This is a client-facing role and we are looking for an individual with business development experience working in the creative and/or cultural industries.

The ideal candidate will have extensive business experience of how to create new business models, new partnerships, creative ideas and assets as well as demonstratable knowledge of the creative and cultural sector and its investment landscape. You must be determined, have the ability to build strong relationships; and the drive to use your growing knowledge and contacts to help companies move their business to the next stage.

This is an exciting opportunity to fine tune your client management skills and invigorate the North East creative sector at a challenging time in the creative industries. Come and join us!

LOCATION: North of Tyne, exact location TBC *(home working until post-Covid)*

CONTRACT: £30k FTE salary, 3 days per week. Open to freelancers for equivalent daily fee.

TO APPLY: Email CV and cover letter* to jobs@creativeengland.co.uk by 7th April 2021. Interviews will take place by VC w/c 19th April 2021 **You also have the option to submit a short up to 3-min video to replace or compliment your cover letter. This should tell us why you are suited to the role, your motivations and anything else you'd like our panel to know!**

KEY RESPONSIBILITIES

Respond positively to business enquiries, be an active networker, undertake business needs analysis and diagnostics, assess the businesses needs including: finance, skills, commercial & marketing etc. identifying business development issues and suggest pathways for business development

Work with growth SMEs, organisations and freelancers in the sector to help them identify barriers to growth, growth opportunities and to recommend growth support solutions

Respond to business support enquiries in a professional manner, providing the highest level of service and support in order to support creative/cultural organisations with their growth plans

Support and promote knowledge-sharing and innovation across the diverse North East creative and cultural sector

Attend events, exhibitions, workshops to develop effective relationships with SME's, organisations and freelancers

Meet with clients and perform an initial diagnostic of their business

Facilitate and ensure delivery of business workshops which are aligned to the programme objectives

Maintain an up-to-date knowledge of business growth, key players, opportunities and community trends including undertaking appropriate research as requested

All staff must develop Creative UK's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

This role is funded through the NTCA Culture and Creative Fund

Required experience, knowledge and skills:

- Experience of providing business advice
- Knowledge of the creative and cultural sector
- Experience of relationship and partnership management
- Ability to present and communicate effectively with people at all levels.
- Experience of using MSOffice, CRM
- Knowledge of GDPR (desirable)
- Commitment to the principles of D&I and its practical application
- Demonstrable experience of how to commercialise or develop in other ways creative ideas and assets
- Ability to gather data, compile information, and prepare reports.
- Ability to travel around the North of Tyne area (once covid restrictions allow)

Personal qualities:

- **Knowledgeable** – knowledge and keen interest in using data and relationships to drive success
- **Skilled communicator** – the ability to communicate effectively
- **Skilled problem solver** – finding the way to get things done and always looking for ways to improve.
- **Reliable** – with an ability to adapt to constantly developing circumstances and challenges and able to prioritise effectively
- **Analytical**- an ability to see trajectories and connect the dots
- **Research**-Ability to research and develop insight, data and contacts across the creative community
- **Keen attention to detail and accuracy**- particularly when producing reports and providing statistical data
- **Diversity and Inclusion**- Demonstratable commitment to the principles of D&I and its practical application and integration for programme delivery

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

Creative UK promote cultural diversity and equal opportunities for all