

DEVELOPMENT & PARTNERSHIPS MANAGER, Enterprise and Growth

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.

This Development & Partnerships Manager will lead our new 'Enterprise & Growth' member offer and therefore pivotal in expanding Creative UK's network of entrepreneurs, microbusinesses, and SMEs working across the full breadth of the creative industries – including film, games, broadcast, publishing, advertising, fashion and more. The ideal candidate should have a curiosity for a wide range of topics, confidence to network proactively with new communities, excitement to represent Creative UK at industry events; be able to think creatively and laterally to develop partnerships; and look forward to the prospect of joining a dynamic team.

You will have experience working in or with the creative industries, with demonstrable understanding of entrepreneurial, microbusiness, and SME needs, and knowledge of key events, communities, and decision makers within these industries.

LOCATION: UK wide

CONTRACT: Full time fixed term 1 year renewable

SALARY: up to £35,000 *dependent on experience* + benefits

TO APPLY: Email CV and cover letter* to recruitment@creativeindustriesfederation.com by midday on 29th March 2021. Selection interviews will take place by VC w/c 5th 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!

ACCOUNTABILITIES

One of three priority driven Development and Partnerships Managers, this role is responsible for the currently titled C.UK Enterprise member offer.

Responsible for growing the number of microbusiness, SME, and entrepreneurs' part of C.UK networks, and delivering demonstrable value and support to these members.

Responsible for gathering and communicating business priorities to influence C.UK's policy activities, and new talent and business growth opportunities.

KEY RESPONSIBILITIES

Develop a business growth offering to provide visible value for entrepreneurs, microbusiness, and SMEs, initially focusing on businesses with a turnover of under £5million. Including through developing:

- Mentor bank with mentor and mentee support
- Monthly investor pitching sessions
- Monthly networking opportunities
- Enterprise resource hub
- Enterprise discount offers

Responsible for developing and implementing an acquisition strategy to attract and onboard Enterprise members from across the UK.

Responsible for increasing the retention rate of current entrepreneurs, microbusinesses and SMEs members.

Work with the Marketing Manager and Development and Partnerships team to develop the Enterprise brand to launch at the Creative UK launch.

Develop a sustainable strategy to show evolving offers and ongoing demonstratable value to Enterprise Members.

Work with the Head of Development and Partnerships, and Director of Policy to ensure business support offer aligns with wider C.UK policy offers and seasons of priority areas and themes.

Work closely with colleagues across the business to ensure that programmes, investments, production services and membership output compliments our business support offers to attract new prospect members.

Act as co-ordinator across wider teams to ensure consistency of message and alignment of content.

Build and sustain personable relationships with Enterprise members.

Work effectively across the Development and Partnerships team to inform other members of Enterprise related work and news.

Work with the Membership Insights Support Officer to monitor membership trends and produce membership analysis and evaluation on a regular basis.

Identify new business opportunities and cultivate partnerships for income-generating and change-making opportunities.

Work with the Head of Events, Head of Brand, Director of Policy, and Head of Brand, to generate sponsorship leads from members for core C.UK activities.

Work with the Development and Partnerships Team to develop united strategies to activate the membership through big brand activities including the C.UK Brand Launch, Festival, and C.UK Awards.

Required experience, knowledge and skills

- Knowledge and understanding of the creative industries, and the challenges entrepreneurs, microbusinesses and SMEs face
- Influential and persuasive communicator – written and verbal - with experience in pitching ideas
- Strong entrepreneurial skills to identify and develop partnership opportunities
- Adept at networking – able to form long-term effective working relationships
- Excellent interpersonal skills – Can challenge, build rapport with, establish credibility, and influence stakeholders whilst building and maintaining relationships
- Existing relationships with stakeholders from across the creative industries preferable.
- Analytical approach to measuring success

Personal qualities:

- **Knowledgeable** – knowledge and keen interest in using data and relationships to drive success
- **Flexible and agile** - ability to adapt quickly to constantly developing circumstances and challenges, acting at pace in problem solving
- **Research**- Ability to research and develop insight, data and contacts across the CI
- **Diversity and Inclusion**- Demonstratable commitment to the principles of D&I and it's practical application for partnership development and management

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