

**CREATIVE UK GROUP
MARKETING MANAGER, INVESTMENT**

INTRODUCTION

The Creative England and Creative Industries Federation have united to form the Creative UK Group. We work to connect, support, champion and invest in the UK's world-leading creative industries.

The Creative UK Investment Team is a strategic investment partner for growth minded Creative Businesses. We invest, support and promote the best in UK Creative talent including clients such as Big Light Productions, EMU Films, Dimensions Studios, and Moonraker VFX.

This is a unique opportunity to become the Marketing specialist for our Investment offer. You will be operating at the very heart of our investment programme. The Creative Growth Finance Debt Fund, in partnership with Triodos Bank UK, is a £24 million fund providing vital scale up finance to the UK's most promising creative businesses.

Our Marketing Manager will lead on marketing across all of our investment activities. Reporting directly into the Head of Investment you will take ownership of the marketing strategy for this area of the business. Your key responsibility is to oversee branding, advertising, and promotional campaigns with a view to driving a pipeline of suitable investment opportunities. Whilst each of our Marketing specialists sit within their relevant business area, they will work closely with a core brand team to ensure consistency of our brand across all of our comms.

The ideal candidate will have experience in developing a clear brand, tone, and voice across multiple mediums and platforms. If you are an experienced marketer, enjoy working in fast paced dynamic teams and have a passion for the creative sector then we want to hear from you!

LOCATION: Bristol

CONTRACT: full-time or part-time 2-3 days per week, initial 1-year fixed term with scope to become permanent

SALARY: up to £35,000 + benefits

TO APPLY: Email CV and cover letter to jobs@creativeengland.co.uk by **midday 27th October** 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

Develop and lead on the marketing strategy for our investment offering, prioritising a demonstration of the value and benefits for both investors and investees.

Deliver the communications strategies for our investment activities

Responsible for linking overall brand and company objectives with investment marketing outputs and linking investment outputs with core brand activity. Working closely with the core brand and comms team to ensure consistency of brand messaging.

Oversee the content strategy for our investment team, including developing, drafting, commissioning authored blog pieces, asset development, and interviews, ensuring consistent brand tone of voice.

Responsible for devising strategies to attract new leads and sign-ups to the Start Up Loans and wider investment offer through driving traffic online and leading advertising campaigns, this includes:

- Measuring and reporting performance of all marcomms outputs on a monthly basis, and assess against goals (ROI and KPIs) to drive data-driven decision making with regular analytics reviews.
- Working with the core brand team to develop organic social media and paid digital advertising campaigns, utilising all owned and earned digital platforms.

Investment web page mapping in conjunction with Brand team (naming conventions, resource library creation and user journey efficiency) as well as ongoing communication with the investment team on their needs from the CRM/website/overall brand.

Communicating with the Investment team and any 3rd party agencies on how to make the investment offer across C.UK as inclusive as possible, integrating this into the marketing strategy.

Provide shared support services during key moments to the brand, comms and events team.

All staff must share our commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

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

REQUIRED EXPERIENCE, KNOWLEDGE AND SKILLS:

- Strong knowledge of CRM, website, and marketing analytics tools
- Strong copywriting and creative writing skills
- An ability to prioritise under pressure, multi-task and successfully juggle many active projects and campaigns
- Strong analytical skills and data-driven thinking
- Understanding of brand identity, tone, audience, objectives, and designing content that fits
- A strong record of planning and delivering successful, creative marketing campaigns
- Strong IT skills, including design
- Demonstrable social media and digital marketing skills including email marketing
- Highly personable with the ability to engage with people at all levels

PERSONAL QUALITIES:

- **Knowledgeable** – a good knowledge of the creative industries
- **Skilled communicator** – the ability to engage desired audiences through strong narrative
- **Positive, hard-working and enthusiastic** – outgoing, confident and keen to contribute to a productive team environment at a very fast and demanding pace.
- **Analytical** – an ability to extract meaning from data and use this information to develop marketing strategies
- **Skilled problem solver** – finding creative ways 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.
- **Committed to equality and diversity**
- **Keen attention to detail and accuracy**- particularly when producing content and reporting

The Creative UK group is dedicated to championing the Creative Industries and their ability to catalyse change, socially and economically. We connect the creative sector to each other and to opportunities that people would have otherwise had limited access to. We're here to level the playing field. We bring creative voices together to fight for movement in policy and industry working practices. We are advocates who invest in people and businesses. We empower burgeoning innovators with finance,

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**Creative
Growth
Finance**



business development, and skills training, to enable them to reach their full potential - without compromise.

Diversity Changes Everything: We value difference and celebrate the creativity that it brings.

We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities and talents.