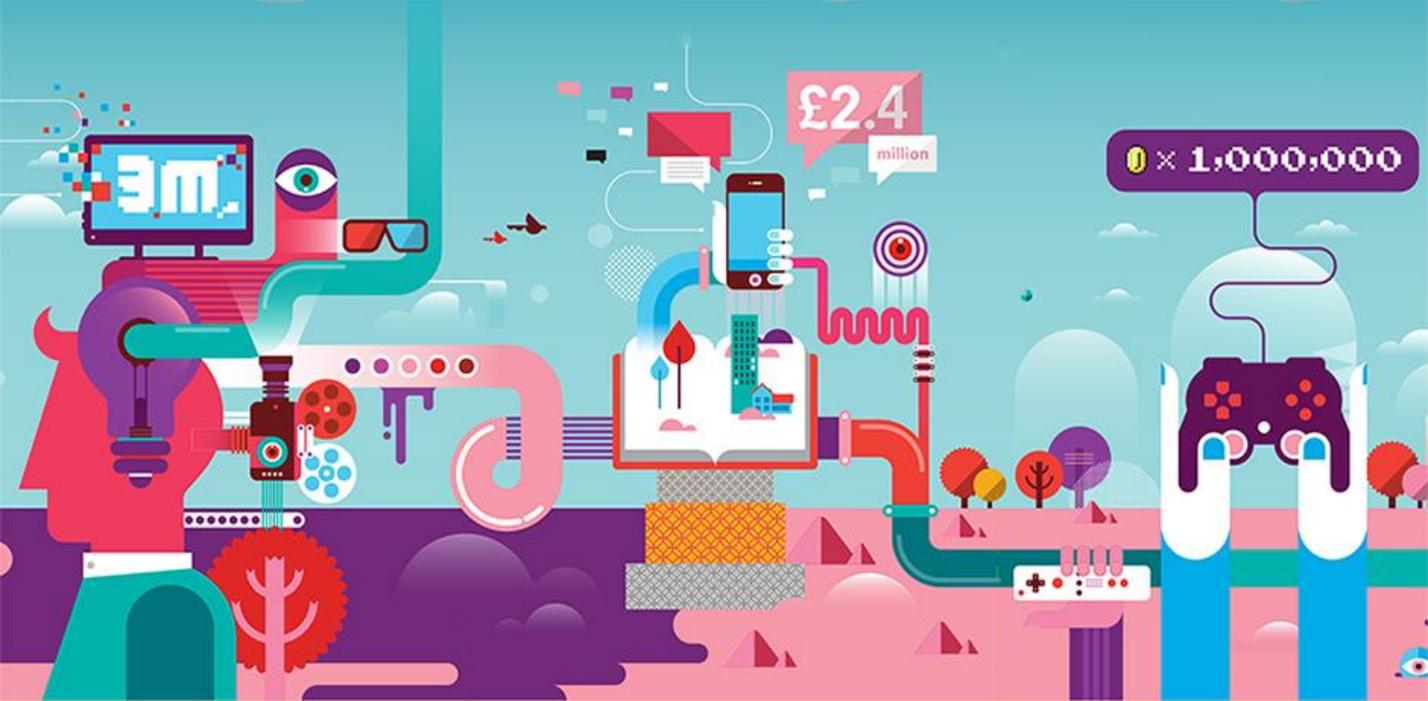


Creative England Recruitment Pack



Marketing Assistant/ PA to CMSO

(Chief Marketing & Strategy Officer)

This pack will provide you with the information required to assist you with your application.

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1. Advert

Creative England is a fast moving and innovative organisation that aims to support and grow the creative industries. We are now looking for a self-starting Marketing Assistant to join our Marketing & Partnerships department and provide a PA service to our Chief Marketing & Strategy Officer.

The role will provide support to the Marketing team, working as an integral part of the delivery of its projects and initiatives. You will be a first class communicator with impeccable attention to detail who can easily adapt to the needs of a busy department. This is an ideal opportunity for someone early in their Marketing career with responsibilities scoping across multiple areas, including the provision of PA support to our CMSO, and events support for the delivery of 'ProConnect' (ERDF) events; a programme of support for Film and TV businesses in Greater Manchester.

The Marketing Assistant will be creative and proactive with the drive and ambition to develop their career in marketing. Able to work on your own initiative, you will have a positive approach and the confidence to put forward your own ideas.

If you are demonstrably organised, with confident communication skills and the ability to provide exceptional support to our small but highly motivated team of experts then Creative England would like to hear from you!

CONTRACT: Immediate start preferable/ initial 1 year contract renewable subject to funding

SALARY: £18k pa

LOCATION: Greater Manchester

DEPARTMENT: Marketing & Partnerships

REPORT TO: PR Manager

DEADLINE: Wednesday 16th March 2016

INTERVIEWS: w/c 21st March and/or w/c 28th March 2016

Creative England promotes cultural diversity and equal opportunities for all

2. The Package

The salary for this role is £18,000 per annum dependent on experience on an initial 1 year contract which will be renewable subject to funding. The package also includes 25 days annual leave and 5% employer contribution to our pension scheme (pension eligibility after 6 months service).

3. How to Apply

Please apply by CV and cover letter, ensuring that you meet a majority of the criteria set out in the person specification. You should also include your contact details and details for two business references (preferably emails).

You should email your application to jobs@creativeengland.co.uk OR post (registered only) FAO Caroline Hinds, Head of HR & Operations, Creative England, The Greenhouse, Pod 52, 111 Broadway, MediaCityUK, M50 2EQ. The deadline for applications is **16th March 2016** (midday). This date may be sooner subject to volume of applicants so we advise you submit your application sooner rather than later!

No late applications will be accepted.

You will receive an acknowledgement email within a few days. You will then be contacted by the **21st March 2016** at the very latest if you have been shortlisted.

It is company policy to only contact shortlisted candidates, we do not provide feedback at application stage.

4. About Creative England

Creative England is dedicated to the growth of the creative industries. We invest in talented people and their creative ideas, nurturing our richly diverse film, TV, video games and digital media industries. We support talent, offer investment and loans to companies and champion the best ideas of talented people and their businesses.

In our four short years we have grown our turnover and expanded our portfolio substantially. We are a not-for-profit company with a strong commercial ethos and we expect our past level of expansion to continue. We are looking for an ambitious self-starter who aligns with our aims and objectives and who has both the creative and commercial acumen to manage our games offer.

What we do?

- ✓ Grow talent and businesses
- ✓ Address market failure and raise ambition
- ✓ Build the right climate for creative industries to thrive

Why we do it?

Because England's creative businesses are already a big success. They generate jobs, profile and value. They drive innovation. We can help raise their ambition further. But some are under-capitalised and under-skilled. They need better access to mentoring, infrastructure, business planning, finance, markets, new ideas and wider networks. We help provide it. And because there is a damaging inequality of access to these things between London and the rest of the country, talent is wasted, opportunities are lost. We believe London's world position should benefit the whole country

For more information on the company and our activities in other creative sectors:

www.creativeengland.co.uk



5. Job Description

MAIN AREAS OF RESPONSIBILITY

Marketing & PR

To be the first point of contact via phone and email for national, regional and trade press enquiries from journalists

To help coordinate campaigns and stories as needed to support Creative England's work and all its projects

To help draft press releases and website stories about Creative England projects, activities, events and partnerships and liaise with internal and external parties for approval

To support all Marketing & PR activity, including online research and day-to-day administration tasks

Identify and pursue feature and PR opportunities in appropriate, identified media, building relationships with key journalists and keeping them fully up to date with relevant stories about Creative England

Events

Assist in the coordination and delivery of company events, from helping to generate initial concepts right through to delivery on the day

Assist in the efficient evaluation process to follow up events

Liaise with event venues to maximise local and national PR opportunities

PA

Manage the diary of the CMSO: prioritising and scheduling appointments

Use own initiative in replying to correspondence and judge which communications need to be brought to the CMSO attention and which can be dealt with by other staff

Job Description Continued...

Coordinate venues, travel, accommodation and catering as appropriate for the CMSO

Act as progress chaser for relevant matters i.e. follow up of meeting decisions and action points

General

Help to build and continuously maintain a shared database of press/key contacts locally, regionally and nationally

In conjunction with PR Manager, managing and developing relationships with local Press and Media, including broadcast opportunities

Liaise with other departments to promote the full range of Creative England's activities

Assist in the support of all the business units and projects within Creative England from a marketing perspective and ensure that they are provided with the necessary materials and publicity support

Ensure with other team members that the website and e-communications are continuously updated and treated as a primary communications tool

Be responsible for collating all media coverage and reporting on coverage received

Have the ability to work as part of the Marketing team undertaking any aspects to assist in the delivery of the marketing strategy

This 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

What are we looking for?.....

PERSON SPECIFICATION

Essential

- ✓ Able to work as part of a team
- ✓ Able to manage a busy workload with varying priorities
- ✓ Attention to detail
- ✓ Experience and interest in PR and marketing – either through studying, work experience or full time employment
- ✓ Good use of Microsoft Suite and IT ability
- ✓ Awareness of social media
- ✓ Experience of writing for an audience

Desirable

- ✓ Adobe Photoshop & InDesign knowledge
- ✓ Basic knowledge of a CMS
- ✓ Basic familiarity with direct marketing
- ✓ Experience writing press releases and web copy
- ✓ Interest (at a hobby or work experience level) in film, TV, games or digital media

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and equal opportunities for all*

