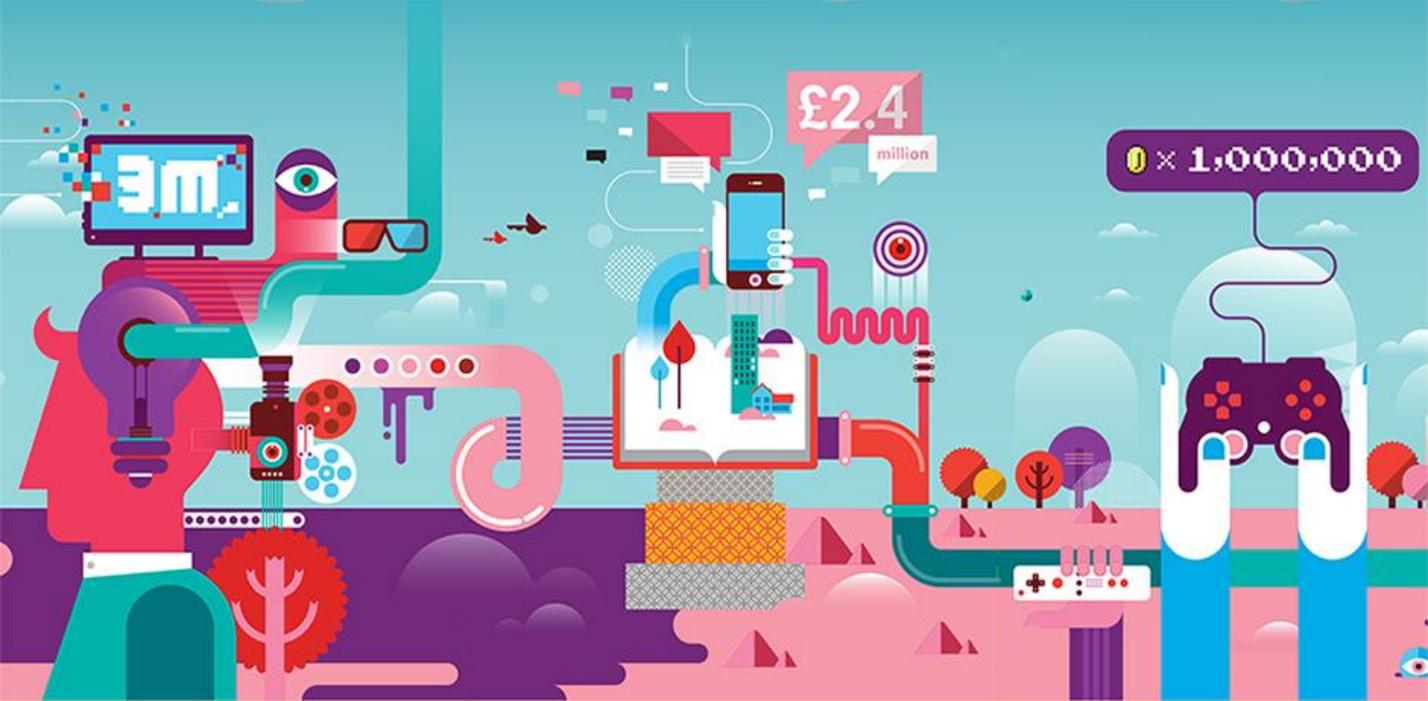


Creative England Recruitment Pack



Marketing Manager

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 an experienced & passionate Marketing Manager to join our Marketing & Partnerships department. This role is an exciting, strategic and creative marketing role supporting the Chief Marketing & Strategy Officer (CMSO). You will work closely with a small yet highly motivated team to develop and execute first class strategy.

You will be naturally creative with a strong digital knowledge and a passion for the creative industries. The Marketing Manager should be comfortable and excited by a role with plenty of scope and commercial impact. The ideal candidate will be able to think differently, act on their instincts and strive to blaze a trail through effectiveness and efficiency whilst promoting such traits within the wider department.

Creative England expects a team player who contributes and develops ideas through to fruition. The successful candidate will be fully competent in online digital marketing and social media, creating compelling and distinctive campaigns across all platforms.

If you have the energy, initiative and flair to get the job done Creative England wants to hear from you!

CONTRACT: 2 years renewable subject to funding

SALARY: £40 - £45k depending on experience

LOCATION: Greater Manchester OR London

DEPARTMENT: Marketing & Partnerships

REPORTS TO: Chief Marketing & Strategy Officer

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 £40-45K per annum dependent on experience on a permanent contract. The package also includes 25 days annual leave and 5% employer contribution to our pension scheme.

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

Develop and build the Creative England brand through groundbreaking new initiatives and the development of a strategic marketing plan

Create compelling and distinctive campaigns with clear KPIs to support our initiatives in film, games, TV, business and digital tech

Lead on development and upkeep of the Creative England website and oversee its related content, e-marketing strategies and campaigns

Lead the execution of Creative England's on-line strategy including, e.g. digital marketing plans, engagement strategies for different stakeholders and industry groups, online community management, social networking and development of project-specific microsites

Responsibility for all marketing production and distribution including agency liaison, printers and designers, e-marketing and social media strategy

Formulate and plan the Department's annual budget within the context of the overall budget and contribute to the Department's income and sponsorship targets (in conjunction with the PR Manager)

Identify and develop creative marketing initiatives to support Creative England's range of activities and develop its corporate brand, developing promotional opportunities in print and online and forming marketing/media partnerships

Assist the CMSO to lead the Marketing team including performance management, setting & maintaining objectives, identifying and planning development opportunities

Ensure the team is delivering best practice and most effective initiatives to engage new revenue streams and partnerships

Lead the direction and development of digital marketing strategies and campaigns across the CE portfolio

Job Description Continued...

Report to the CMSO/CEO/Board on the marketing strategy and implementation

Liaise with the Head of HR & Operations to ensure Creative England meets all its statutory requirements in relation to the Data Protection Act

Manage the Online Content Coordinator to ensure the smooth delivery of all of Creative England's projects and programmes (in conjunction with the rest of the team)

Attend regular meetings and contribute to the development and implementation of strategies, policies, procedures and budgets

Ensure that Creative England regularly conducts relevant market research, coordinating and overseeing this activity and monitoring trends

Develop, implement and monitor systems and procedures necessary to the smooth operation of the department; ensure that evaluation systems are in place to report back to the CMSO

Develop and deliver first class marketing campaigns; adding value to how Creative England can support the industry

Where necessary, support the PR Manager to deliver Creative England's press, corporate relations and events activity

Undertake any ad-hoc projects as required by the management team

All staff must develop Creative England's 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.

What are we looking for?.....

PERSON SPECIFICATION

- ✓ Marketing professional who has extensive experience and a successful track record of working strategically
- ✓ Broad digital knowledge and demonstrable experience of commercial activity
- ✓ First class communication / writing skills
- ✓ Good understanding of websites and digital platforms
- ✓ Creative flair and a passion for the industry
- ✓ Enthusiastic, keen to progress, ambitious and an eye for detail
- ✓ Experience of partnership work with internal & external bodies
- ✓ Ability to work independently or within a team responding to tight deadlines and adhering to strict budgets with the need for monitoring and evaluation

*Creative England promotes cultural diversity
and equal opportunities for all*

