

# Creative England

## Recruitment Pack

# Head of Content

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

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# 1. Job Advert

Creative England is dedicated to unlocking the creative power of our country to drive national prosperity. We are a pioneering company which accelerates talent and ideas across tech, games, film and TV.

In our 5 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 expansion to continue.

Our new Head of Content will ideate, design, produce and resource a variety of creative opportunities for Creative England across TV, games and online. You will locate commercial opportunities and drive our Content offer by building partnerships and generating revenues.

The ideal candidate will have a strong background in games, TV, online and digital media bringing ideas for convergence in the sector.

We are looking for a strong partnerships and business development person capable of identifying and growing our creative partnerships. If you are a brave self-starter, with experience in the process of bringing creativity to life, Creative England wants to hear from you!

**SALARY:** up to £60k dependent on experience

**REPORTS TO:** Director of Content

**LOCATION:** This role is contractually based from our Bristol office for min 2 days per week, with flexible working across our other offices in London and Greater Manchester for the remaining days .

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



## 2. The Package

The salary for this role is up to £60,000 per annum. The package also includes 25 days annual leave and 5% employer contribution to our pension scheme (pension eligibility after 3 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 the contact details and details of two professional references (preferably emails). Please also state your current notice period.

You should email your application to [jobs@creativeengland.co.uk](mailto:jobs@creativeengland.co.uk) OR post (registered only) FAO Caroline Hinds, Director of People & Operations, Creative England, The Greenhouse, Pod 11, 111 Broadway, MediaCityUK, M50 2EQ. The deadline for applications is open until we find the perfect candidate but you must be quick as we may need to close dependent on volume of applications - so please do forward your CV and Cover Letter asap!

You will receive an acknowledgement email within a few days.

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

Interviews will be held: (TBC)

## 4. About Creative England.

### OUR PURPOSE,

Creative England is;  
Dedicated to unlocking the creative power of our country to drive national prosperity.

### OUR VALUES

Our values and behaviours are at the heart of Creative England and **how** we do things is just as important as what we do.

Being part of Creative England means being proud of what we are here to achieve. Sharing a set of values which underpin our work gives us a unique character and culture . Our people will;

- ✓ *Foster the best*
- ✓ *Be brave and take risks*
- ✓ *Make it personal*
- ✓ *Bring imagination to life*
- ✓ *Join the dots and make it happen*
- ✓ *Think differently and blaze a trail*

If these strike a chord then Creative England wants to hear from you!

### ADDITIONAL INFO

Creative England is dedicated to the growth of the creative industries.

We invest in talented people and their creative ideas, nurturing our richly diverse games, TV, film and digital media industries. From direct investment and soft loans to business mentoring; we champion the best ideas of talented people and their businesses.

We mobilise public and private resources to gain as much support and investment for the creative industries as possible. We work with a wide range of partners and investors from commercial brands and companies such as Google, Facebook and KPMG to local authorities, cultural bodies and universities, national government, and the European Commission.

## 4. About Creative England...

### **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.
- 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.

### **How we do it**

- We don't just invest money; we provide a 'money plus' service. We are building strong, long-term relationships with industry and our partners.
- We provide practical support for film and TV production; organise networking and events; provide mentoring, information and business advice.
- We connect and combine local knowledge with national and international reach.
- We help grow talent and businesses
- We help secure a sustainable infrastructure of support for creative companies outside London
- We identify new and expanding markets for creative content
- We promote the creative talent of the English regions to the world
- We champion the economic and cultural contribution of the creative industries

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

[www.creativeengland.co.uk](http://www.creativeengland.co.uk)

## 5. The Role

### **AREAS OF RESPONSIBILITY**

This role will ideate, design, produce and resource a variety of creative opportunities for Creative England across TV, games and online. The post-holder will work closely with our Director of Content to develop such opportunities and provide advice and guidance with regard to our investment in new products, services, content and ventures.

The new Head of Content will need to locate commercial opportunities and drive our Content offer by building partnerships and generating revenues.

The ideal candidate will have a strong background in games, TV, online and digital media bringing strong ideas for convergence in the sector. You will be a brave self-starter, with experience in the process of bringing creativity to life.

### **MAIN RESPONSIBILITIES**

The core functions of the role are:

- Championing and leading new partnerships; from innovation through to successful implementation across the content function
- Build and manage strong relationships both with our team of internal experts, the companies we support and new partners
- Actively engage with content businesses, manage client relationships in the sector
- Provide advice and guidance regarding investments and loans from Creative England's programmes into content driven companies,
- Support the Director of Content and Business & Legal Affairs Manager in the assessment of investment proposals
- Seek and maintain effective key partnerships with both commercial and public sector partners
- Support knowledge-sharing and innovation across the diverse content industry
- Engage with the wider industry, building networks and seeking collaborative opportunities at a national and international level.

## 6. The Person

We are looking for a results and process driven business development person, who will drive business forward by identifying convergence areas for our content collaborations. As a result, generating new products and revenue streams, and scoping other opportunities.

You will have a strong background in the content industry– probably either within TV, Games, Digital or Online; though we are not limiting our search to these areas. The successful individual will be an ambitious self-starter, with a background in deal making. You will have experience of exercising judgment on investments and of developing successful long-term relationships that result in ongoing income generation.

*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?.....

## **PERSONAL COMPETENCIES AND QUALITIES**

### **ESSENTIAL**

- ✓ Experience delivering commercial and publicly funded creative industry projects/schemes and/or running a business.
- ✓ Practical experience in the media industry, games, online, television, digital
- ✓ Understand the modern creative industry at regional, national and international levels.
- ✓ Proven project management experience.
- ✓ Strong presenter, speaker and advocate.
- ✓ Strategic thinking with sound commercial acumen.
- ✓ Line management skills required to keep a team motivated and engaged.
- ✓ Ability to operate under own initiative.
- ✓ Strong financial awareness
- ✓ A people person who can maintain relationship with key stakeholders.
- ✓ Experience of managing a team

### **All of our employees will be expected to demonstrate behaviours associated with our company values;**

- ✓ Think differently and blaze a trail
- ✓ Be brave and take risks
- ✓ Make it Personal
- ✓ Foster the best
- ✓ Join the dots and make it happen
- ✓ Bring imagination to life



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