Creative England

Recruitment Pack

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BUSINESS DEVELOPMENT MANAGER 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 growing the creative industry. We invest in creative talent and business across games, TV, film and digital media industries.
We have a new opportunity for a business development expert to join our Content team. Over the past 3 years CE has strengthened its position as a content creator and a partner of choice. This new role will support our Chief Content Officer (CCO) identify commercial opportunities and drive our content offer through generating new business and revenues.

We want to meet candidates who are commercially astute with experience of working in either Film, TV, Games or Digital content. You will have a track record of generating new leads, revenue and prior experience of commercialising IP. This role requires someone who is a good networker and negotiator and can demonstrate a track record of closing deals.

You must be a results and process driven professional, who can help grow our business through identifying and securing convergence opportunities for our content partnerships.

We will need to see you are passionate about the role; does this sound like you? If so, Creative England would love to hear from you.

CONTRACT: 1 year renewable
SALARY: £competitive
LOCATION: BRISTOL, LONDON
REPORTS TO: Chief Content Officer
DEADLINE: 16th April 2018 (midday)

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2. The Package

The salary for this role is competitive and comparable with market rates. You should set out your salary expectations in your cover letter. This is an employee contract being offered on a 1 year renewable term. Renewal shall be subject to achieving revenue targets. We have lots of perks here at Creative England. This includes 25 days annual leave plus all bank holidays, 5% employer contribution to our pension scheme, AXA health insurance (Medical History Disregarded) AND Life Assurance.

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).

You should email your application to 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 16th April 2018 (midday) but we may close earlier 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.

Initial selection meetings will take place 24th April 2018 with our CCO and Director of People. If successful, the final stage selection meetings shall take place with our CEO (date tbc).

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4. About Creative England.

OUR VISION,
Accelerating England's creative businesses and talent to be inspirational, successful and innovative: a platform for new voices, building economic growth that benefits our nation

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 garner 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

5. The Role

PURPOSE

The BDM will locate commercial opportunities and drive Creative England's Content offer by building partnerships and generating revenues. This role will help the business to grow through generating new business and closing deals. Our BDM will be a strong negotiator, networker, project manager and deal-maker.

MAIN AREAS OF RESPONSIBILITY

Commercial & Relationship Management

Work closely with the leadership team to identify strategic partnerships and strengthen our relationships with Film, TV, Digital and content partners.

Identify, develop and secure new content opportunities; from innovation through to successful implementation and measurable end-results

Actively engage with content businesses, managing client relationships from start to end

Where appropriate provide advice and guidance regarding investments and loans from Creative England's programmes into content driven companies,

Build on the success of existing CE products and programmes to scope new commercial products, revenue streams, investment and financial partnerships

Engage with the wider industry, building networks and seeking collaborative opportunities at a national and international level.

Resource Management

Understanding of existing content partnerships and programmes across delivery teams, and relationship management where required with partners ensuring regular liaison with the Senior Leadership Team, Head of Finance and Business & Legal Affairs

Ensuring company systems and processes are followed, including procurement and reporting deadlines for relevant business development activity.

Support the CCO and Business & Legal Affairs Manager in the assessment of investment proposals

5. The Role Continued…

MAIN AREAS OF RESPONSIBILITY

Supporting the CCO in Investment Committee preparation and process; acting as the key progress chaser across Content deals

Line Management of Content team personnel as/when appropriate

Sector Expertise
A broad knowledge and interest for England's creative content sector; its strengths, challenges and Creative England's current position

Commercial Business development expert who can contribute to the implementation and delivery of KPI's and income generation targets.

To be an ambassador for Creative England; maintaining a professional approach always, sustaining a high level of visibility and networking by attending relevant industry events and public speaking opportunities

Ensure Creative England meets all its statutory requirements in relation to the Data Protection Act and Freedom of Information

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

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What are we looking for?.....

PERSONAL COMPETENCIES AND QUALITIES

- ✓ Demonstrable experience in Business Development, with an emphasis across the private creative sector and proven revenue generation
- ✓ Strong project management/producer skills
- ✓ The ability to present and deal effectively with people at all levels.
- ✓ Knowledge and understanding of the creative sector; Film, TV, Games, digital
- ✓ Strategic thinking with sound commercial acumen and deal making experience.
- ✓ Ability to operate under own initiative.
- ✓ A people person who can maintain relationship with key stakeholders.
- ✓ Experience of managing a team
- ✓ Understanding of how to commercialise IP
- ✓ Understanding of how public-sector finance can be leveraged to maximize impact and support sector development. (desirable)
- ✓ Ability to strategise, implement and execute effectively.

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

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