

Creative England Information Pack



Client Management

Creative & Digital Businesses

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

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Client Manager (Creative & Digital Businesses)

Creative England's Business team of experts help businesses with investment, expertise and development assistance designed to make our creative industries world-leaders.

Our Business team focus on several areas of support and we now have an opportunity for an experienced advisor to work closely with businesses already in receipt of investment and/or loans from Creative England or who are looking to benefit from future investment. This is a client-facing role and we are looking for an individual with commercial experience of working in either the creative, media and/or digital industries. You must have extensive business experience of how to commercialise creative ideas, assets and an understanding of how to help creative and digital businesses access the right type of finance to support their growth.

Our Client Manager will have previous experience in raising investment finance; lending; working with Angels, Venture Capital funds and exiting businesses.

You should be motivated by your knowledge of how to help creative and digital businesses access the right type of finance to support their growth, and ultimately advance their business to the next stage. The ideal candidate will be highly confident and have previous experience of working in a commercial and client facing role. Being an enthusiastic networker you will liaise with a wide range of Partners, Sponsors and organisations from private sector businesses to national public bodies. You must be forward thinking in your approach to advising and sustaining businesses from the Creative and Digital Media Sector.

Are you an expert in this field? If you match this criteria and have the knowledge and experience to understand business needs, provide advice for business growth and sustainability then Creative England would like to hear from you!

CONTRACT: Initially 1 year, contract type negotiable

HOURS: Part time (*2-3 days per week*)

FEE: Negotiable dependant on experience

LOCATION: Flexible

DEPARTMENT: Business Investment

REPORTS TO: Director of Business Investment

DEADLINE: 4th August 2014 (midday)

INTERVIEWS: w/c 11th August 2014



2. Fee/ Contract

The salary/ fee for this role is negotiable dependent on the selected candidate and their preferred contract type. Further detail may be obtained upon interview invitation. The package will include 25 days annual leave (pro rata dependent on agreed working hours). Creative England will book and pay for any travel and accommodation costs required for this role.

3. How to apply

Please apply by CV and cover letter, ensuring that you meet the criteria set out in the person specification. Please state your preferred office base (although this role will be primarily out of the office meeting with clients). You should also include your contact details and details for two employment references (preferably emails). These referees may be contacted prior to interview unless you specify otherwise.

You should email your application to jobs@creativeengland.co.uk or post (registered only) FAO Caroline Hinds, HR & Operations Manager, Creative England, The Greenhouse, Pod 52, 111 Broadway, MediaCityUK, M50 2EQ. The deadline for applications is **12pm on Monday 4th August 2014**.

It is company policy to only contact shortlisted candidates. If you have not heard within 7 days of the deadline, please consider you have been unsuccessful in securing an interview.

Interviews will be held w/c **Monday 11th August 2014** – location to be confirmed

4. About Creative England

Creative England invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. We aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. We help identify future opportunities to grow the economy and generate jobs.

With offices in Salford, Birmingham, Bristol, Brighton, Sheffield, Pinewood and Elstree Studios, we are a national agency with strong local and regional links.

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. Service specification

OVERVIEW

Creative England's Business team of experts help businesses with investment, expertise and development assistance designed to make our creative industries world-leaders.

Our Business team focus on several areas of support including, but not limited to;

- the offer of Interest free loans,
- Innovation Programmes to help companies through funding, mentoring and support
- Start-up Accelerators designed to provide the right environment, mentoring and connections to foster the rapid growth of start-ups and
- Access to Finance information to help creatives understand the complexities of finance and find the money needed to make ideas a reality.

We now have an opportunity for an experienced advisor to work closely with businesses already in receipt of investment and/or loans from Creative England or who are looking to benefit from future investment. This is a client-facing role and we are looking for an individual with commercial experience of working in either the creative, media and/or digital industries. You must have extensive business experience of how to commercialise creative ideas, assets and an understanding of how to help creative and digital businesses access the right type of finance to support their growth.

Creative England and UK Business Angels Association have launched a national programme aimed at building a community of Angel Investors who are interested in funding film businesses and SME's. Our Client Manager will have previous experience in raising investment finance; lending; working with Angels, Venture Capital funds and exiting businesses.

You will work collaboratively across the Digital, Creative and Media Sector; liaising with a wide range of Partners, Sponsors, and organisations from private sector businesses to Universities and national public bodies. Our Client Manager will understand business needs and provide advice to help them grow and sustain their company. You must be an enthusiastic networker and have the ability and capacity to use your knowledge and contacts to help the companies Creative England is supporting to move their business to the next stage.

5. Service specification continued...

As this role is one of the first points of contact for the businesses we work with you will work with our team of experts to:

Respond positively to business enquiries, be an active networker, undertake business needs analysis and diagnostics, assess the businesses needs including: finance, skills, commercial & marketing etc. identifying business development issues and suggest options.

Connect businesses to other team members within Creative England and externally who can help them as well as being able to mentor, advise and coach yourself .An understanding of how to commercialise creative ideas and assets would be desirable together with marketing and/or e-commerce experience.

Respond to business support enquiries in a professional manner, providing the highest level of service and support in order to support companies in the Digital & Creative Media Sector with their growth plans.

Develop awareness of Creative England and its Business Investment programmes across the Digital Creative Media Sector

Work with the Creative England communications team to develop marketing ideas to support sector development across the country

Provide advice and support regarding investments and loans from Creative England's funds and programmes into individual digital and creative media companies.

Work with growth SMEs in the sector to help them identify barriers to growth, growth opportunities and to recommend growth support solutions.

Seek and maintain effective key partnerships with other commercial and public sector partners necessary funding to maximize opportunities for the sector

5. Service specification continued...

Support and promote knowledge-sharing and innovation across the diverse creative industries.

Build relationships with existing reputable companies in the region and to work with new investors who are introduced through our Heads of department

Attend events, exhibitions, workshops to develop effective relationships with companies, multipliers

Identify new leads, trends and openings for possible growth opportunities and to act as an advocator for the digital and creative media sectors.

Act as a creditable ambassador for Creative England on a national platform promoting all the services and its objectives to the wider sector.

Build and manage good working relationships within the Digital & Creative Media Sector and the supporting networks.

Utilise expert knowledge of the sector to influence the development of sector activities and to encourage referrals to other Creative England services.

Develop ongoing relationship with providers of nationally led business support provision for the Sector.

Manage client relationships with employers in the sector and in particular build on the existing strength within creative and digital businesses to further champion the region's profile

All contractors must develop Creative England's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

This service specification 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

- ✓ Demonstrable experience of how to commercialise creative ideas and assets, raising investment finance; lending; working with Angels, Venture Capital funds and exiting businesses.
- ✓ Demonstrable experience within a Digital, Creative & Media business environment.
- ✓ Demonstrable understanding of the Digital & Creative Media Sector, its strengths and weaknesses and its evolving business support environment
- ✓ Demonstrable experience of employer relationship building and management in a relevant private or public sector role, commercial organisation, government public body or consultancy.
- ✓ Ability to work effectively at all levels within a business, adding value at all levels.
- ✓ Ability to influence others and secure buy-in to the aspirations of Creative England.
- ✓ Ability to generate and promote ideas in order to support the development of the Digital & Creative Media Sector.
- ✓ Excellent communication skills, both verbally and in writing.
- ✓ Ability to initiate and manage a range of projects
- ✓ Ability to develop productive working relationships both internally and externally.
- ✓ Passionate about business support and sector development and keen to share best practice across the Digital & Creative Sector.

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

