

Creative England Recruitment Pack



Press & External Relations Manager

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

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1. Job Advert

Press & External Relations Manager – Bristol (freelance/ maternity cover)

Creative England is a not-for-profit organisation 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.

This is the perfect opportunity for a freelance Press & External Relations Manager to provide maternity cover. You must be a first-rate writer with a passion for and experience in one or more of the creative industries which Creative England supports (film, TV, games and digital media). The successful applicant also needs to have an understanding of the key governmental, regulatory and industry bodies in the creative sector.

The ideal candidate will have a track record of working strategically to devise and deliver successful communications campaigns. You will need an extensive contacts list of journalists to call upon and will have experience in organising events, liaising with journalists and other stakeholders.

This challenging but rewarding role is one which has a national, local and creative industries media brief and requires an understanding and confidence for conversing with the wider media audience. If you have the energy, initiative and flair to get the job done Creative England wants to hear from you!

CONTRACT: : Freelance/ Temporary maternity cover (initial 6 month contract)

HOURS: Full time

SALARY: £30,000 per annum/ freelance fee negotiable

LOCATION: Bristol

DEPARTMENT: Communications

REPORTS TO: Head of Communications & Strategy

DEADLINE: Tuesday 23rd September 2014

INTERVIEWS: w/c 29th September 2014 (exact date tbc) BRISTOL



2. The package

The salary for this role is £30,000 per annum / freelance fee negotiable. The package includes 25 days annual leave (calculated pro rata).

3. How to apply

Please apply by CV and cover letter, ensuring that you meet the criteria set out in the person specification. 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 Tuesday 23rd September 2014**. It is company policy to only contact shortlisted candidates.

If you have not heard within 5 days of the deadline, please consider you have been unsuccessful in securing an interview.

Interviews will be held w/c 29th September 2014 (exact date tbc) – BRISTOL

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. Job description

Main responsibilities

To work with the Digital and Marketing manager to deliver communications campaigns that promote Create England across all platforms including social media

To secure a wide range of positive coverage and exposure for Creative England across all areas of activity
Proactively develop story and varied ideas for Creative England press priorities.

To build and develop contacts with national, regional, local, trade and industry press and media across Creative England's industry areas

To work with the Head of Communications to engage and influence key stakeholders and partners

Write and disseminate copy to all Creative England staff and external partners and stakeholders.

Promote Creative England's agreed key messages to staff and partners.

Promote Creative England's campaigns and initiatives via social media channels.

To manage media calls, press conferences and stakeholder events as part of wider communications activity

5. Job description continued...

Main responsibilities continued...

Contribute, as part of the Communications team to the development of Creative England brand and corporate reputation.

Contribute copy to web and marketing materials as and when required.

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.

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What are we looking for?

Person specification

- ✓ Communications professional who has extensive experience and a successful track
- ✓ Record of working strategically
- ✓ Demonstrable experience in organising events, liaising with suppliers, managing budgets
- ✓ First class communication / writing skills
- ✓ Experience in delivering high profile media relations campaigns from identifying PR opportunities through to delivery of features.
- ✓ Creative flair, and a passion for the industry.
- ✓ Enthusiastic, keen to progress, ambitious and an eye for detail.
- ✓ Team player
- ✓ Politically aware – can demonstrate understanding of the political environment we operate in.
- ✓ 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*

