

DEVELOPMENT & PARTNERSHIPS MANAGER - EDUCATION

[Creative UK](#) is the independent network for the UK Creative Industries, and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

The Development & Partnerships Manager, Education will work closely with the Head of Memberships and the wider memberships team to sustain and grow membership across the Higher Education & Further Education landscape, delivering access-to-industry and impact driven value to all members. We are an organisation with a very broad remit and this role has tremendous potential for the right candidate to shine and truly develop their career.

You will be a natural communicator, relationship-builder and feel passionate about the crucial role of creative education, skills and qualifications within the wider creative industry ecosystem, and collaborating with the institutions that work with our next generations of creative talent and our creative communities across the UK. The ideal candidate should have a curiosity for a wide range of topics, confidence to network proactively with new communities, excitement to represent Creative UK at industry events; be able to think creatively and laterally to develop partnerships; and look forward to the prospect of joining a dynamic team.

LOCATION: UK-Wide, hybrid working available with offices in MediaCityUK, Bristol and Central London.

CONTRACT: Full time for an initial fixed term, Immediate appointment preferred.

SALARY: up to £35,000 per annum

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by 8th March 2023 midday. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place by video conference w/c 10th April 2023, immediate appointment preferred.

** Video link optional. Creative UK is an inclusive recruiter and happy to make adjustments to our selection process by request*

KEY RESPONSIBILITIES

MEMBERSHIP DELIVERY

Within the wider context of Creative UK's flagship Federation membership, develop the higher education and further education member offering to provide visible value focused around knowledge exchange, creative careers and connecting with and influencing industry and government.

Lead on the delivery and growth of our student membership offer, exclusively available to students studying at Federation member institutions, working with our marketing team to develop and curate relevant new events and content.

Work with the Head of Membership and Director of Policy & Engagement to deliver consultations, network events, activations, and general engagement, with the higher and further education members ensuring alignment of messaging and content with the membership strategy.

Staying up to date on the education sector and wider creative sector news, research and policy developments, to inform member engagement and Creative UK's work in this space. We are the subject matter experts our networks look to.

Work with our events team to manage and deliver events in the education and skills/student membership area i.e., webinars and cross-sector networking opportunities and topical conversations.

Together with the Marketing Manager and the Policy and Research team, gather important insights and priorities from across education members. Curate regular, bespoke communications that keep members informed and engaged with our own work and wider, relevant developments across the sector and their areas of interest.

MEMBERSHIP GROWTH

Working with the Head of Membership, develop a strategy for driving the growth of change-making members, focusing on higher and further education prospects.

Leading on the ongoing rollout of the student membership with Education members; working with marketing on developing new promotional assets to boost uptake.

Identify key areas of education member's interests and needs to inform C.UK's policy and campaign activities to better represent and drive new interest in C.UK's work and appeal to this sector. Manage short and long term outreach and engagement planning, recommending core priorities to the leadership team when appropriate.

Attend events in the education and skills landscape to promote Creative UK and its membership opportunities.

ACCOUNT MANAGEMENT

1:1 account and relationship management of HE & FE members, including regular communications and catch-up meetings, keeping them informed and invested in the wider work and developments at Creative UK

Act as the first point of contact for all members and prospective members, taking enquiries via multiple communication channels, providing a high level of customer service, and updating the database accordingly.

Responsible for increasing the retention rate of higher education, further education, and student members.

To keep records and produce detailed reports on recruitment and retention activities, marketing campaigns and consumer behaviour for colleagues and management.

PARTNERSHIPS

Identify new business opportunities and cultivate partnerships for income-generating and change-making opportunities.

Work with the Development and Partnerships Team to develop united strategies to activate the membership through big brand activities including the Creative UK Festival

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

Required Experience, Knowledge and Skills:

- Ability to analyse data and produce reports
- Knowledge of data protection processes
- Ability to forge and maintain excellent and effective relationships with stakeholders
- Excellent written and verbal communication skills
- High level of competence with Microsoft packages
- Excellent time management and organisation skills with the ability to manage multiple tasks simultaneously and to work to deadlines
- Knowledge of the UK HE & FE landscape and key players within it
- Proficient in the use of CRM databases (i.e., Hubspot)

KPI's

- Education & Skills Membership retention & growth: prospects, conversion, revenue
- Stakeholder engagement

OUR VALUES

All our employees will be expected to demonstrate behaviors associated with our company values. Our values drive the way we work; **how** we do things is just as important as **what** we do.

- ✓ We join the dots; collaboration is in our DNA
- ✓ We support and empower; we are here to make a difference
- ✓ We are curious, open & honest
- ✓ We celebrate difference & value equality of opportunity

THE PACKAGE

- Commission incentive, targets set during probationary period
- Flexible hybrid working: 1-2 days min per week from either our Bristol, Manchester or central London office
- Pension enrolment 5% employer contribution from 3 months service
- BUPA medical insurance (1 year service)
- Mediacash from 3 months service
- Cycle 2 Work scheme, in partnership with Halfords
- Benefits hub, discounts across a broad range of partners
- Employee Assistance Programme, Health Assured
- Mental Health Guardians
- Summer Fridays, finish at 3pm every Friday throughout July & August
- Your birthday off as paid leave, extra days off over the annual festive period
- 2 paid volunteer days per year to give something back to the community

*Diversity Changes Everything: We value difference and celebrate the creativity that it brings.
We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds,
perspectives, identities and talents.*