

DIRECTOR OF MARKETING & COMMUNICATIONS

[Creative UK](#) is the independent network for the UK Creative Industries, and we know that connection changes everything. Our overarching mission across the sector is to support growth while increasing awareness and understanding of the value the creative sector brings to the UK and international economy and to the creative businesses and individuals who work in the sector. We do this by communicating about, investing in creative enterprises, promoting the social and cultural value of the sector, training and developing talent and business executives and working closely with our membership from across the creative sectors. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

The Director of Marketing & Communications will lead the corporate and marketing communications team – building our reputation and driving growth through the marketing of Creative UK’s wide-ranging product and services portfolio. You will be accountable for developing and delivering a comprehensive communication and marketing strategy across the group. This will include our policy advocacy and championing initiatives, investment products, talent development, business growth products and our membership services. The marketing and communications strategy needs to align with our strategic growth plan and contribute to the achievement of business success as defined in the annual budget.

This is a new role and will form part of the senior leadership team. You need to have experience and the ability to lead the strategic development and delivery of all our Marketing, Communications, Events and Corporate PR teams. Working with the policy product team leaders you will define strategic objectives and execution tactics across daily communications, major events and campaigns that elevate and increase awareness and understanding of the Creative UK brand while also increasing membership, products, and services income.

The role requires a seamless combination of both communications and marketing skills. The appointee will play a key role in leading the growth of the Creative UK Group as ‘the’ voice for creative industries. The role is a fantastic opportunity for someone to make the role their own in a growing organisation with a healthy appetite for making a positive impact from day one.

LOCATION: Hybrid working available with offices in Manchester MediaCityUK, Bristol, and London.

CONTRACT: Full time, 2 Year fixed with scope to perm.

SALARY: £70,000 + 10% bonus incentive + benefits

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by 5th March 2023 midday. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place either by video conference or in person w/c 27th March 2023.

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

Key Deliverables:

COMMUNICATIONS

- **Strategy:** Devise and implement an internal comms strategy to drive employee engagement, and an external comms strategy to enhance and increase CUK profile and presence across UK media, and some international media.
- **Impact:** Increase awareness of the impact and value of our work through the growth and engagement of members and partners.
- **Consistency:** Develop seamless communications and messaging across all activities; daily scrutiny of all comms, from newsletters to press releases, social media, policy, research, and events

- **Spokesperson:** Represent where required the Creative UK group.
- **Stakeholder management:** Ensure all stakeholders including government, local authorities, key industry influencers and stakeholders, trade bodies and the public are updated on key company messages; understand the brand's vision, achievements and contribution to the creative sector and the key values the organisation embodies.

**Key Stakeholders: Exec team, Board, media, government, trade bodies, advisory councils, members*

MARKETING & PR

- **Influenced decision making:** Provide input to the Executive Leadership Team on the wider organization transformation strategy ensuring all marketing activities support and align with group business goals.
- **Proposition:** Develop and deliver compelling value propositions that drive competitive advantages for each area of the group
- **Create a 'customer first' mindset:** Develop a data informed position on who current, and target customers are and implement strategies to acquire and retain them. Ensure strong and robust oversight of our digital footprint, empowering the team to deliver effective strategic comms, campaigns, and events across diverse creative communities
- **Advance marketing performance:** Build the commercial role of marketing across brand, performance, communications and PR, content, product marketing and lead generation.
- **Build PR profile:** Expand, develop, and maintain media relationships to create a positive external and internal image associated with brand and talent recognition.

BUSINESS DEVELOPMENT

- **Growth:** Working with the team, identify new activities and avenues to increase and enhance the CUK profile and drive revenue i.e., membership and sponsorship growth, new products and services needed across the creative sectors
- **Commercial focus:** Ensure all marketing & PR activities contribute directly to the company's long-term success. Drive vision and oversee all revenue generation efforts across these functions.

Reporting to: Chief Executive, Creative UK Group

CORE RESPONSIBILITIES

Accountable for the group communications and marketing budget, in line with company targets.

Leadership of the Communications, Marketing & PR functions ensuring day-to-day operations run smoothly and effectively.

Create, implement, measure and report on the impact and success of communications programs that promote Creative UK's messages and supports the overall strategic aims of the business.

Ensure for each area of the organisation marketing and communications activities are evaluated and performance against agreed targets is set out in the annual business plan with actual results measured and reported.

Maintain a culture that attracts, retains, and motivates high performing colleagues through coaching and development of the team

Ongoing development of clear corporate messages deployed consistently

Manage external communication suppliers and agencies, setting clear objectives and KPIs against which to measure performance

Direct all marketing and brand strategy, working closely with the exec team across thought leadership, and with the marketing and communications and events colleagues to improve collateral to deliver our business and stakeholder community engagement objectives.

In partnership with the executive team, develop market research, analysis, and competitive intelligence initiatives to identify potential new markets for growth opportunities. Use data and reports to make evidence-based decisions.

Develop campaigns to targeted press, PR and media that build awareness with our stakeholders, the SME community and membership to ensure Creative UKs objectives are delivered with impact and can be effectively leveraged across our audience to meet different team goals.

Manage our reputation in the media, co-ordinate media interest in the organization and ensure regular contact with target media contacts and influencers for the CEO and other senior spokespeople

Working closely with the Head of Marketing & Sales and Head of Content optimize marketing operations, review, and propose ways to optimise and maximise our digital footprint across owned, earned, and paid channels, ensure tracking, measurement, KPI, and ROI analysis for marketing initiatives and campaigns; providing clear, actionable insights to inform future planning.

Attending Exec Management and board meetings, playing an integral role in wider business discussions.

Key competencies/ behaviours

- Leadership experience, and an ability to develop teams to their full potential
- Ability to think creatively and critically review internal marketing and communication proposals to maximise impact and value
- Background in corporate communications activity, writing and stakeholder management.
- Strong Marketeer with demonstrable creation and delivery of marketing strategies and communication plans that have delivered growth, while increasing awareness and reputation of brands within the market.
- Commercially focused, with a record of accomplishment of delivering returns on investment on activities.
- Strong oral and written communication and influencing skills
- Capability to articulate complex issues in a clear manner
- Experience of working in complex political environments, and an understanding of the current political environment
- Strong business, relationship management and problem-solving skills

KPI's

- Participate in company bonus scheme to deliver growth targets: Revenue, profit, positive media relations, and products and services income targets (investment, support programs and membership acquisitions)
- People management: high performing team

- Management of Marketing & Communications within budget
- Brand awareness: Demonstrable increase in awareness of Creative UK as a brand and recognition of the value delivered to the creative sector, government, authorities, and key stakeholders.

OUR CULTURE

All our employees will be expected to demonstrate behaviours 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

- 10% annual bonus 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 + Medicash
- 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.