

## **DEVELOPMENT & PARTNERSHIPS MANAGER – IMPACT & CHANGE**

[Creative UK](#) is the independent network for the UK Creative Industries. Our goal is simple: to cultivate a world where creativity is championed, valued, and nurtured. We have established an authentic voice which represents, promotes and enhances the interests of the UK's world-leading creative sector through high-profile public campaigning and representations to national, devolved and local governments and parliaments. This is made possible through convening, mobilising and partnering with an influential and diverse mix of creative organisations, creators, education providers, trade bodies and unions across the UK that make up our membership.

Our Development & Partnerships Managers play a pivotal role at the heart of our activity and engagement with a wide network of members. Many of our members want to actively make change in the external landscape. This role supports the growth of a number of industry change-makers within the range of Creative UK's networks, whilst delivering impact driven value to these members. Together with our members you will champion and influence the creative industries, contribute to research and nationwide campaigns, and support the vision of Creative UK.

You will do this by developing relationships with organisations and individuals working across the UK's creative economy, including the cultural sector, creative industry organisations, and cause-driven corporates. You will work closely with the Head of Membership and the wider team to develop and use best practice processes to grow and maintain our membership, delivering access-to-industry and impact driven value to all members.

You will be a natural communicator, relationship-builder, solid project manager and feel passionate about building a membership organisation from the ground up. 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.

This role has tremendous potential for the right candidate to shine, and develop as part of a dynamic, fast-paced team. If you have experience working in or with the arts and wider cultural sector, and creative industries, with knowledge of its landscape, communities, and change-makers within these industries then we'd like to hear from you!

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

**CONTRACT:** Full time for an initial 2 year fixed term, scope to become permanent.

**SALARY:** up to £35,000 per annum dependent on experience

**TO APPLY:** Email your CV, cover letter and/or 1-2-minute video link\* to [jobs@wearecreative.uk](mailto:jobs@wearecreative.uk) by 29<sup>th</sup> May midday. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place either by video conference or in person W/C 5<sup>th</sup> June 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**

### **RELATIONSHIP AND ACCOUNT MANAGEMENT**

Develop and account manage a diverse range of members across the UK's cultural sector and creative industries, developing impactful relationships with individuals within allocated organisational member accounts.

Collaborate with the wider team, and colleagues across the organisation, to engage members across the breadth of Creative UK's work, designing new activity as well as proactively communicating opportunities for members.

Responsible for increasing and maintaining consistency in the annual retention rate of Creative UK members.

Effective relationship management with Creative UK members, including good stakeholder engagement and management practice such as:

- Translating member priorities to editorial for events and content, including digesting what members have to say, and communicating that to the policy team to feed into future campaigns, synthesizing and redelivering key messages, and drafting written overviews or responses to developments (publicly and / or privately).
- Utilising and becoming a HubSpot customer relationship management (CRM) system user champion
- Regularly updating HubSpot with key information
- Undertaking consistent membership analysis and evaluation on a regular basis in order to proactively drive engagement and benefit.
- Identifying and tracking prospect conversion, reporting back to the Head of Membership and Finance Director
- Daily updating and maintaining member's accounts on HubSpot, consistent and accurate updates underpin weekly membership analysis and business development performance.

### **MEMBERSHIP GROWTH & PARTNERSHIPS**

Develop our Creative UK offering to provide visible value to industry change-making members

Work with colleagues in Policy and Advocacy, Marketing and Communications functions to develop and deliver key activity and demonstrate value to members, including but not limited to:

- Creative Leaders Breakfasts, Working Groups, roundtables and workshops
- Member facing campaigns and activations
- Regular news bulletins
- Development of key content including thought leadership, policy positioning, member insight, etc.

Responsible for engaging all change-making members to understand their policy objectives and how these align with Creative UK policy objectives, acting as co-ordinator for key areas into and across Creative UK, and working in collaboration with wider teams to ensure consistency of message and alignment of content.

Working with the Head of Membership to develop a strategy for driving the growth and retention of change making members.

Monitor membership trends and adapt offers and / or engagement where necessary and appropriate.

Working with colleagues to attract new members, identify new business opportunities and cultivate partnerships for income-generating and change-making opportunities.

Identify key areas of member's interests and needs to inform policy and advocacy activities to platform member expertise, shape Creative UK views and represent the views of Federation members.

Work with the wider team to develop united strategies to activate membership through Creative UK key moments, including our Creative UK Annual report and exclusive member events.

Work with campaign leads to ensure that campaigns reflect the needs, attitudes and sentiments of members.

*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:

- Self-starter who is confident working with people from a wide range of backgrounds
- Effective relating to leaders in arms-length bodies, cultural institutions, trade bodies, commercial organisations, professionals and funding partners
- Constructive critical thinking, while taking credible and pragmatic approaches to getting things done including improving the way things work
- Engaging creatively to identify and define alternatives and options as part of the problem-solving process
- Independent and well networked, with a passion for stakeholder engagement and management
- Act and speak with confidence and courage, curious to learn about the work of our members and the wider creative community.
- Strong communicator operating from the perspective that influence comes from sharing insight and values
- Entrepreneurial to identify and develop members and partnership opportunities
- Consistent application of project management principles in ways of working
- Analytical capability to interrogate, interpret and present accurate data and produce insightful reports; demonstrable experience using Excel, survey and CRM tools
- Knowledge of data protection processes
- Excellent time management and organization, comfortable working in a fast-paced and high-performing team
- Reliable in changing circumstances and challenges with confidence to triage and effectively navigate competing priorities
- Knowledge of the creative economy (including the cultural sector and Creative Industries) landscape and key players within it (desirable but not essential)
- Proficient in the use of CRM databases (i.e., HubSpot)
- A strong commitment to equality, diversity and inclusion as core to professional practice

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

## OUR PEOPLE PERKS

- Fully flexible hybrid working
- Pension enrolment 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 and 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.*