



## **HEAD OF COMMUNICATIONS**

Creative UK is the independent network for the UK Creative Industries, and we know that connection changes everything. Our overarching mission across the cultural and Creative Industries is to drive growth while increasing awareness and understanding of the value the creative sector brings to the UK and international economy, to the creative businesses and individuals who work within it and to society. We do this by 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 and partners from across the creative economy. We are committed to building a Creative UK team that represents a variety of backgrounds, perspectives, and skills.

We have a new opportunity offering one of THE most exciting communications roles in the UK Creative Industries. This role will join our growing organisation, working closely with experts across Marketing, Communications, Policy and Public Affairs, to drive our mission of championing and representing the UK's world-leading cultural and Creative Industries. This role is central to building a movement for change which successfully influences public policy and drives social change. As part of this, you will immerse yourself in understanding UK Government policy relating to the cultural and Creative Industries, as well as broader current and future social and economic trends. You will ensure Creative UK lands potent, incisive messaging with the media and political stakeholders, working to increase the profile of the sector, and of Creative UK, in order to facilitate policy change, grow our engagement with companies and individuals working in the Creative Industries and enable partnership development.

As our Head of Communications, you will set the tone for Creative UK's public profile, driving media engagement to ensure that the issues – and solutions – that matter to our community are consistently visible through coverage which achieves maximum impact and positive sentiment across all channels - traditional and digital media, social media, our diverse creative community, partners, agencies, and stakeholders in Westminster and Whitehall.

You act as a strong, credible advocate, building constructive relationships and communicating effectively with stakeholders from a variety of backgrounds and experiences, crafting key messaging for political, regulatory and industry stakeholders, that ensures mission and impact is clearly understood.

You have the knowledge, confidence, and skill to influence and advise stakeholders at all levels. You are a seasoned professional, well connected with an existing network of press and media contacts, and a strong knowledge of the UK Government and the political landscape affecting the cultural and creative industries. This is your opportunity to play an instrumental role in positioning Creative UK through convening and working with key players, experts, and officials across the cultural and creative industries.

**LOCATION\***: Hybrid working, fixed workspaces available in Central London, Manchester or Bristol, MIN 2 days per week working from the Creative UK workspace

**STARTING SALARY**: £50,000 + benefits including pension, private medical and life assurance

**CONTRACT**: Full time, initial 2-year fixed term with scope for permanent status

**TO APPLY**: Email your CV, cover letter and/or 1-2-minute video link\* to [jobs@wearecreative.uk](mailto:jobs@wearecreative.uk) by Monday 2<sup>nd</sup> October 2023 midday. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place by video conference 11<sup>th</sup> to 13<sup>th</sup> October 2023 with final stage interviews likely in person on 17<sup>th</sup> October 2023, immediate appointment preferred yet not essential.

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

**REPORTS TO**: Director of Marketing & Communications

## **CORE ACCOUNTABILITIES**

- **Strategy:** Proactively develop and manage an external communications strategy and plan to position Creative UK with relevant media outlets
- **Coverage growth:** Leading the Creative UK press office driving consistent coverage of issues that matter to the cultural and Creative Industries, working with the Policy and Public Affairs team to drive our profile with partners, funders and political stakeholders. .
- **Culture & engagement:** Champion and manage an internal working culture that promotes and values constructive engagement with external media channels
- **Stakeholder management:** Actively manage relevant stakeholder and media relationships to deliver a consistent and credible external profile for key Creative UK spokespeople including the Chief Executive and Board

## **CORE RESPONSIBILITIES**

Lead the design and delivery of a dynamic media relations strategy including identifying target audiences and outlets, cultivating journalist relationships, drafting concise and accurate media statements, managing campaign launches and announcements, maximising media coverage.

Build and manage a communications calendar that ensures a consistent and integrated external voice promoting all aspects of Creative UK's work.

Proactive management of Creative UK's external communications strategy to strengthen the reputation of Creative UK with key media outlets and stakeholders.

Proactively manage our media relations and press office, driving media coverage, improving brand awareness and salience of Creative UK in the UK and beyond.

Lead the management of mitigation and action plans to protect against any reputational risk or negative publicity, including developing and overseeing a crisis management policy.

Identify media engagement opportunities and lead on major consumer and trade media campaigns across the Creative UK product portfolio.

Work productively with internal stakeholders, external clients, and partners to present Creative UK's work with compelling content and developing multimedia assets where necessary.

Work with the Brand Marketing team and colleagues from across the organisation to develop and manage an effective and impactful social media communications strategy and plan.

Develop fruitful relationships with prominent and relevant contacts across the media and wider sector: news media, political parties and UK Government press Departments, and cultural and Creative Industries communications counterparts.

Work closely and collaboratively with Creative UK's internal teams to:

- Maximise the communications reach and value of policy and research initiatives
- Maximise the communications reach and value of all Creative UK events and services
- Provide communications expertise and mentoring to enable colleagues to achieve organisational objectives.

- Ensure that regional and product communications activities are aligned with central Creative UK policies and procedures
- Identify, analyse and report data to underpin and inform communications actions and impacts

Support the Creative UK leadership team in designing and landing high impact ‘moments’ that deliver engagements with UK Government, the political calendar, cultural and Creative Industries trade and representative associations and the wider Creative UK membership including the drafting of emphatic and persuasive speech writing and correspondence.

Accountable for the communications budget, ensuring appropriate and effective spend on relevant polling and research, PR consultancy as required.

Delivery of in-kind media partnerships that enable increased audience reach and engagement.

Work closely with third parties on delivery of PR activities where required.

Attend Creative UK Management and/or Executive meetings where required, playing an integral role in wider business discussions.

*Ensure Creative UK meets its statutory comms requirements in relation GDPR and Freedom of Information.*

*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*

### **Key competencies / behaviours**

- Demonstrable experience in senior communications roles (creative industries experience essential)
- Extensive current media contacts
- Experience of working in complex political environments, and a grasp of the current political environment across the UK
- Successful track record in the design and execution of communications and PR activities
- Strong stakeholder management and astute interpersonal skills
- Well-honed influencing skills and knowledge of key stakeholders in the Creative Industries
- Excellent verbal and written communication skills drafting engaging, authoritative and creative content
- Proactive and adaptable to change – happy to ‘roll up sleeves’ and get involved at all levels
- Experience developing and managing budgets
- Effectiveness in working with leadership and in cross-functional teams.
- Proficient IT skills including Office365 & Hubspot Customer Relationship Management, media monitoring and reporting, social media
- A strong commitment to equal opportunities and diversity reflected in positive action

### **Key performance indicators (KPI)s**

This role will be expected to achieve growth in its first year across:

- Media coverage; reach and sentiment
- Stakeholder interviews
- Social media engagement

- Overall 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

- Flexible hybrid working: 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.*