

INTERIM HEAD OF COMMERCIAL & MEMBERSHIP

[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.

We connect and champion the creative industries across the UK, bringing together businesses, freelancers, policymakers, investors and industry leaders to unlock growth and opportunity. Through our programmes, networks, policy work, investment activity and strategic partnerships, we help drive a thriving and inclusive creative economy.

Creative UK Membership connects creative talent across the UK's cultural and creative industries, providing unrivalled access to influential networks, policy insight, research, profile-raising opportunities and dedicated support to help organisations grow, connect and shape the future of the sector.

THE ROLE

We are looking for a highly experienced, hands-on commercial leader with a strong track record of driving membership growth, sponsorship, strategic partnerships and income generation. The immediate priority is to accelerate membership growth, renewals and commercial opportunities, strengthen the pipeline, and deliver sustainable income across a portfolio of high-value relationships and partnerships.

Working closely with Membership, Policy & Research, Programmes and Communications colleagues, the postholder will provide senior commercial leadership across Membership, sponsorship and partnerships, driving immediate income growth while ensuring Membership plays a central role in Creative UK's Strategic Growth Plan, future commercial model and long-term sustainability.

REPORTS TO: Managing Director

LOCATION: Flexible hybrid working, spaces available in Central London/Bristol & Manchester

CONTRACT: Initial fixed term engagement of 6 months, with scope to extend subject to business need. Full time preference or minimum 3 days per week. Mid-September 2026 start date preferred.

SALARY : up to £60k FTE dependent on experience. Equivalent freelance day fee for part-time applicants available by request.

PRIORITIES

- Deliver commercial growth across Membership and strategic partnerships
- Accelerate sponsorship and partnership opportunities linked to Membership, Research, Events and sector engagement activity.
- Build and convert a robust pipeline of income-generating opportunities.
- Support development of the 2027/28 Membership Business Plan.

KEY RESPONSIBILITIES

Commercial Growth & Income Generation

Lead commercial growth across Membership, sponsorship, strategic partnerships and high-value accounts, with a particular focus on membership acquisition, retention, renewals and income growth.

Build, manage and convert a robust pipeline of income-generating opportunities, driving lead generation, opportunity progression, conversion and renewal activity.

Develop compelling commercial propositions aligned to Creative UK's membership offer, research, events and strategic priorities, ensuring activity delivers against set income targets.

Strategic Partnerships & Stakeholder Engagement

Build and maintain senior-level relationships that enable membership growth, sponsorship and partnership income.

Develop strategic partnerships that generate commercial value while advancing Creative UK's wider organisational objectives.

Work collaboratively across Membership, Policy & Research, Programmes and Communications teams to identify and maximise growth opportunities.

Membership Strategy & Development

Work with Membership and wider colleagues to drive and strengthen the membership proposition, member value and routes to growth aligned to commercial objectives

Identify opportunities to increase membership income through sponsorship, strategic partnerships and account development.

Contribute commercial insight, market intelligence and pipeline assumptions to the development of the 2027/28 Membership Business Plan.

Performance Management & Reporting

Lead pipeline, forecasting and performance reviews, monitoring acquisition, retention, renewal and income performance against targets.

Use CRM systems, data and market insights to drive decision-making, improve performance and identify growth opportunities.

Provide clear reporting and recommendations on commercial performance, risks and opportunities

WHAT SUCCESS LOOKS LIKE

- ✓ Growth in membership, partnership and sponsorship income against agreed targets.
- ✓ A healthy and active pipeline of qualified opportunities, with clear visibility of risks, renewals and conversion activity.
- ✓ Strong membership and partnership retention rates.
- ✓ Strategic partnerships that deliver measurable value, influence and income.
- ✓ Demonstrable use of sector insight, member feedback and stakeholder intelligence to inform commercial decision-making and proposition development.
- ✓ A clear and evidence-based contribution to the 2027/28 Membership Business Plan, including pipeline assumptions, income opportunities and growth priorities.
- ✓ Practical recommendations for how Membership can contribute to Creative UK's Strategic Plan, future commercial model and sustainability.
- ✓ Accurate forecasting, effective CRM management and clear reporting on commercial performance.

PERSON SPECIFICATION

Essential Skills & Experience

- Proven track record of delivering membership growth and achieving sales targets.
- Experience generating new business, building sales pipelines and converting opportunities.
- Strong commercial awareness with the ability to identify and develop income-generating opportunities.
- Excellent relationship-building, networking and stakeholder management skills.
- Experience developing and presenting compelling membership or partnership propositions.
- Ability to negotiate and close commercial agreements.
- Experience using CRM systems to manage pipelines, forecasting and performance reporting.
- Strong analytical skills with the ability to use data to drive decision-making and sales performance.
- Excellent communication, influencing and presentation skills.
- Ability to work collaboratively across commercial, policy, research and programme teams to maximise growth opportunities.

HOW TO APPLY

Email your CV and cover letter to jobs@wearecreative.uk. If you prefer, you may also include an optional 1–2-minute video link. Applications will be considered on a rolling basis until **17th August 2026**. Please complete our anonymous diversity and inclusion [survey](#) Selection conversations will take place by video conference. Immediate appointment preferred.

Please include whether you wish to be contracted full time or part time.

Access and adjustments

Creative UK is an inclusive recruiter. Please let us know if you have any access requirements or would like any adjustments to the application or selection process.

OUR CULTURE

All our workers 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

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, talents, and physical and cognitive differences.