



JOB DESCRIPTION	
Job title	Senior Business Development Manager
Job description last updated	May 2024
Reporting to	Director, Strategic Development
Direct reports	N/A
Division/department	Strategic Development
Other key relationships	Chief Executive, Chief Operating Officer, Head of Programme Development (Consumer Credit), Senior Marketing and Communications Manager
Salary	£40,000 per annum
Location	Hybrid (minimum 2 days per week office based in London)
Hours	Full time (35 hours per week)
Contract	Fixed term contract (12 months) – Maternity Cover
Start date	June/July 2024

Purpose of role:

- To help build Creative United’s capacity to support the livelihoods of individual artists, musicians, designer/makers and creative freelancers working across the UK’s arts and creative industries.
- To be responsible for the planning and delivery of business development activities that build on our existing service offer and have the potential to enhance Creative United’s ability to deliver on its goals for achieving both social and economic impact for our target beneficiaries.
- To play a key role guiding the evolution of Creative United’s business support services, responding to the needs of the creative communities that we serve whether on a local, regional or national basis.
- To be responsible for the commission, marketing, and management of e-learning courses and training content/syllabus on the Creative United Learnworlds platform, including those relevant to our Consumer Credit schemes (Own Art, Take it away and Made Possible) and Business Support Programmes (Re:Create).
- To support the Director of Strategic Development in the research and development of new projects and programmes that align with our mission objectives as a social enterprise.
- To contribute to the wider development goals and priorities of the company, as required.

Key objectives:

- To support the Head of Programme Development in driving forward our plans for the evolution of our Consumer Credit programmes (Own Art and Take it away), responding to the goals and objectives set out within our Arts Council funding agreement.
- To manage our sector consultation activities with a view to increase the value, relevance and impact of our services on the livelihoods of artists across the UK and in particular those from under-represented or marginalised groups.
- Work closely with other colleagues to maximise engagement with Creative United's e-learning and business support offer which are delivered and developed in partnership with key stakeholders and funders including the London Borough of Wandsworth, Greater London Authority and others.
- To act as the first point of call for any enquiries from those using Creative United's e-learning platform and taking a positive and proactive approach to improving their learning experience and the general upkeep of the platform.
- To lead on relationship management, training and support for artists/makers participating in time-limited programmes and general project management, including but not limited to Re:Create 2024 and the Made Possible pilot programme.
- To lead on the monitoring and evaluation of user engagement with online course content and training materials through data gathering methods including e-surveys and measuring outcomes against agreed targets and Key Performance Indicators.
- To assess the social and financial return on investment of our e-learning and business support offer in close collaboration with the Director of Strategic Development.
- To be solely responsible for the effective relationship management with content providers, training and programme partners and internal and external stakeholders.
- To support the Director of Strategic Development where required in preparing applications for funding and/or bidding for new contract opportunities related to Creative United's business development goals and priorities.

Main responsibilities:

- Manage relationships with a range of stakeholders and strategic partners to devise and deliver projects and programmes that help support the livelihoods of creative practitioners in a variety of ways.
- Be the guardian of Creative United's online e-learning offer advocating for the platform and its courses to prospective learners and collaborators.
- Be responsible for managing updates to the Creative United Learnworlds platform.
- Bring an innovative and entrepreneurial approach to the development of Creative United's services to the benefit of the sector as a whole, including the management and evaluation of its 'Made Possible' pilot programme.
- Manage the delivery of business support programme such as the Re:Create 2024 programme in Wandsworth and BIMM's Greenhouse Enterprise Programme, working closely with partners and our network of business mentors.
- Liaising with colleagues and with input from external providers, to oversee the planning, commissioning and management of new content for the Learnworlds platform.
- Work closely with the Marketing & Communications team to plan and deploy effective marketing campaigns, content and strategies to drive user engagement with our on-demand courses and increase awareness of Creative United's other programmes of work.
- Contribute to the production and content of Creative United's annual impact report.

General responsibilities

- To comply with all Company policies and procedures including those relating to the secure collection, management and use of personal data.
- To regularly attend and contribute positively to team meetings, as and when required.
- To undertake any other tasks that might reasonably be required from a senior member to support the effective management, growth and development of the business as a whole.
- Undertaking such further duties as may be reasonably required.

Key attributes/person specification

- A self-starter with excellent planning and project management skills
- Passionate about the arts and creative industries with an interest in helping businesses working within this sector to improve and develop and supporting individual artists and makers to build sustainable livelihoods
- Comfortable with working with a variety of business software ranging from Content Management to Customer Relationship Management Systems and Microsoft Office Packages
- Collaborative, enthusiastic, and keen to establish strong relationships with colleagues and external stakeholders
- Strong customer relationship management skills
- Excellent communication and active listening skills
- Problem solver and creative thinker

Organisation Values

Creative United looks to all its team members demonstrate how they uphold the organisations values in their work. Creative United's values are:

Integrity

- All members of the team carry out their responsibilities in an open, honest and transparent way and also expect other members of to uphold this value in their dealings with each other.

Creativity

- We think creatively as a team and to create an environment where individuals have confidence to put new ideas forward to address challenges and move the business forward.

Entrepreneurial Thinking

- We are a dynamic, evolving organisation that works both within not-for-profit and commercial sectors and our workforce reflects this in their drive to bring new products and services to market that deliver both social and financial returns.

Inclusivity

- We believe that everyone should have the ability to engage with arts and creativity. Our team is therefore approachable, accommodating and understanding of the needs and circumstances of others and treat all customers, colleagues and stakeholders with respect.

Innovation

- The organisation does not stand still and neither do our team. Everyone at Creative United is always on the look for new ways of working and opportunities to make what we do bigger and better.

Accountability

- Everyone at Creative United has ownership over what they do and is accountable for both the successes and learning opportunities from their work. We also expect that everyone will celebrate and support the achievements of their colleagues.

Experience

Essential	Desirable
At least 4 years’ experience in a project management or relevant business development role in the arts or creative industries.	In depth knowledge of one or more of the following specialist areas: <ul style="list-style-type: none"> • Contemporary visual arts and craft • Cultural heritage • Music making and education • Creative or cultural industry entrepreneurship
Proven experience of developing and implementing strategies and campaigns to promote a project or programme of work.	Experience of digital marketing including content marketing, PPC and SEO.
Working directly with a variety of content management systems, e-marketing and survey platforms.	Experience of using Learnworlds or similar e-learning platform software
Experience of using online analytics data and other tools to assess performance against KPIs and targets.	Experience of grant management and reporting for publicly funded programmes.
Strong verbal and written communications, attention to detail, and ability to manage multiple priorities.	Quantitative and qualitative data analysis and outcome/impact evaluation frameworks
Experience of successful internal and external stakeholder management.	



<p>Highly proficient in using Microsoft Professional applications including Word, PowerPoint, Excel and Outlook.</p>	
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