

JOB DESCRIPTION

JOB TITLE:	Creative Economy Partnerships Manager
MANAGED BY:	Creative Economy Lead
GRADE:	10

ROLE OVERVIEW

The West of England Combined Authority is seeking to appoint a Creative Economy Partnerships Manager to join the Cultural and Creative Economy Service.

The West of England was identified as a globally significant, high-growth creative cluster in the 2023 Creative Industries Sector Deal. The region is home to over 6,000 creative SMEs and more than 190 production companies, with an estimated annual economic value of £5bn. The creative sector employs over 43,000 people, accounting for 7.2% of total employment. Nesta ranks the West of England among the UK’s top five creative clusters, with export rates between 60% and 85% and significant untapped growth potential.

Recognising these strengths, the Department for Culture, Media and Sport has designated the West of England as a Creative Industries Priority Place. This reflects the region’s successful delivery of initiatives such as Create Growth, its established creative capabilities, and the sector’s future growth potential. As a result, £25m in funding has been secured for the region.

This is a new role to support the increased level of delivery associated with the Priority Place designation and you will be a key player within the Cultural and Creative Economy Service helping drive growth in the regional creative economy.

THE ROLE

Reporting to the Creative Economy Lead, the Creative Economy Partnerships Manager will support the economic growth of the West of England’s Creative Industries through the delivery of business growth and investment readiness programmes.

Delivering on the priorities in our Regional Growth Strategy and the catalytic funding secured via our status as a Priority Region by the Government; the role is to broker beneficial partnerships, increase access to finance and undertake sector development which will drive innovation, increase business productivity, unlock private investment

and support job creation particularly across 3 priority sectors - Screen, Createch and Music.

KEY RESPONSIBILITIES

- Design, develop and deliver projects that support the growth of the creative industries in the West of England with a particular focus on Screen, Createch and Music sectors including identifying and managing contractors, consultants and external delivery partners.
- Identify, develop and shape business growth opportunities which accelerate innovation and increase access to finance and private investment for the region's creative industries.
- Provide expertise, input and guidance across the Combined Authority and with external stakeholders in respect of Screen, Createch and Music sectors, innovation, international, tech adoption and access to finance.
- Establish and deliver strong, collaborative partnerships with key regional stakeholders and with our Unitary Authority partners to ensure projects align with regional priorities and maximise economic growth opportunities for our creative industries.
- Develop and contribute to business cases and investment proposals to secure funding for creative industry initiatives.
- Commission, procure and manage technical resources required for the delivery of projects via the West of England Professional Services Framework.
- Prepare and present complex information, including project performance updates, to support decision-making and stakeholder engagement.
- Support the monitoring, evaluation and financial oversight of projects in collaboration with PMO and Finance colleagues.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Educated to degree level in relevant subject or have the relevant industry experience to demonstrate a commensurate level of technical knowledge within one/some of the following areas: Screen, Createch, Music, Innovation and Access to Finance (private investment).
- Excellent knowledge of the creative industries, national and regional landscape.
- Previous experience in the development and delivery of large-scale sector business growth programmes.
- Knowledge of project management methodologies.

Experience

- Senior experience working in any of the following areas: Screen, Createch, Music, Innovation and Access to Finance (private investment).
- Working previously in collaborative working environments.
- Understanding of working in a political environment.

Skills and Competencies

- Excellent written and oral communication skills with ability to communicate effectively with elected members, colleagues at all levels and with businesses.
- Advanced programme management skills with good organisation skills.
- Strong interpersonal skills and thrives in a demanding environment.
- Leadership skills and can operate with minimal direction.
- Holds oneself and others to account for delivery.

DESIRABLE

- Knowledge and understanding of economic development and central and devolved government's role in encouraging and supporting business growth.