

## HEAD OF COMMERCIAL & MEMBERSHIP

Creative England and the Creative Industries Federation joined forces in 2020 and are now part of the Creative UK group. We are the network for the 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 to build prosperity and bring communities together. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

Creative UK is looking for a dynamic leader in a new Head of Commercial & Membership role who will lead our industry engagement and re-position our membership strategy. The ideal candidate will be a seasoned commercial sales professional with a strong track record in partnership development and an ability to deliver success through industry engagement.

You will understand membership dynamics and ensure members experience a personalised approach that guarantees value to them. Our Head of Commercial & Membership will be accountable for raising revenues from industry and corporate partnerships; recruiting new memberships and retaining existing members.

We are looking for a strong team leader to guide and mentor a small, fast-paced team and ensure our membership offer is optimised and consistently feeds value to members. You must be able to build connections, join the dots and share information which is relevant to each member whether it's across our Policy, Thought Leadership, Investment or Growth Programme activity for the sector.

Our Head of Commercial & Membership should not be afraid to instigate change and improve our process and product for members. This is an exciting time to join our team in a role that offers you the opportunity make a real impact growing and supporting our members during a challenging time.

**LOCATION:** London

**SALARY:** up to £45k dependent on experience, plus commission

**CONTRACT:** Full time 1-year fixed term renewable

**TO APPLY:** Email your CV, cover letter and/or 1-2 minute video link\* to [recruitment@creativeindustriesfederation.com](mailto:recruitment@creativeindustriesfederation.com) by Monday 7<sup>th</sup> December 2020 midday. Interviews will take place by video conference w/c 14<sup>th</sup> December 2020. *\*video link optional*

### KEY RESPONSIBILITIES

Develop a memberships strategy that delivers value to members whilst driving revenue growth for the business

Work closely with colleagues across the business to ensure that our membership communications reflect the needs of our audiences and fully supports our strategic objectives

Accountable for the sales and delivery of the membership strategy, acting as coordinator for key areas and working in collaboration with wider teams to ensure consistency of message and alignment of content.

Manage short- and long-term planning, budgeting; recommending core priorities to the CEO and Leadership team

Playing a lead role in delivering a refreshed industry-engagement and membership value proposition

Leading our approach to membership service, engagement, recruitment and retention in order to grow our membership primarily across industry and corporate partners.

Feeding growth and value to members through strong connections, scalable products and partnerships

Identifying new opportunities through targeted community and partner engagement

Providing line management and leadership to the memberships team, setting objectives and supporting their development in order to embed a culture of accountability and performance excellence

Evaluate and improve processes to ensure the team use technology to best effect in order to deliver optimal value to members.

This role will work closely with external partners to develop and execute partnerships activity, this includes:

- Develop and deliver a strategy with the relevant partner, ensuring alignment between them, our offer and availability of resource
- Responsible for the day to day oversight of partnership delivery
- Develop and manage comms in collaboration with the Marketing and Comms team

#### **Required Experience, Knowledge and Skills:**

- Clear understanding of the cultural and creative industries sector
- Results driven commercial business development professional, preferably in the creative industries
- Strong network of connections across the creative sector
- Strong people management track record; the ability to nurture high performance
- Strong community engagement experience
- Clear and personable communications style
- Demonstrable tech knowledge
- An excellent understanding of key stakeholders in the industry and how to influence them
- Strong creative, strategic, analytical and organisational skills.
- Experience developing and managing budgets
- Experience overseeing the design and production of print materials and publications.

#### **Personal Qualities:**

- Energy, flair, dealmaker
- In-depth knowledge of the creative industries and cultural sectors
- Ability to communicate effectively and to forge strong relationships
- Positive, hard-working and enthusiastic - outgoing, confident and keen to contribute to a productive team environment at a very fast and demanding pace
- Skilled problem solver - finding the way to get things done and always looking for ways to improve
- Reliable - with an ability to adapt to constantly developing circumstances and challenges and able to prioritise effectively

*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*

**BENEFITS:**

This role will have set targets with commission incentives. Details will be discussed upon appointment.

We ask a lot of our people, which is why we look after you in return. For more information on our people perks get in touch! Here are some of the benefits of working with us:

- Creative UK bring together and represents the full range of the UK's creative industries, from performing arts, music, fashion and film through to advertising, architecture, video games and much more.
- This role offers the opportunity to meet and network with some of the most senior and exciting leaders from our sector, as well as the chance to champion and make a genuine difference to our world-leading creative industries.
- A friendly and supportive people culture with flexible working and well-being initiatives

**ABOUT US****Creative Industries Federation**

The Creative Industries Federation is an independent, not for profit, membership organisation which represents, champions and supports the UK's creative industries. Through our wide network of creative organisations, businesses and individuals, our influential policy and advocacy work and our support services, we connect creative businesses and individuals with the money, markets, government and the opportunities they need to thrive. The Creative Industries Federation, with its sister company Creative England, is part of the non-profit group, Creative UK. [www.creativeindustriesfederation.com](http://www.creativeindustriesfederation.com)

**Creative England**

At Creative England, we believe that talent is everywhere, but opportunity is not. That's why we build programmes that create opportunities for talent to access the best support and reach the next stage in their creative entrepreneurial journey.

Creative England is working to build the right environment for the future of the creative industries by helping creative businesses raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success. Creative England, with its sister company the Creative Industries Federation, is part of the non-profit group, Creative UK. For further details please visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

***Creative UK promote cultural diversity and equal opportunities for all***