

JOB PROFILE

Job Title: **Communications and Business Manager**
 Creative & Cultural National Skills Academy Ltd.

Contract: **Full-time - Permanent**

Salary: **Circa £35,000 plus up to 20% performance related bonus plus**
 benefits

Location **London and Purfleet, Essex**

Responsible To: **Executive Director, Programmes & Industry (then Academy**
 Director when in post)

Direct Reports: **TBC**

Sector Skills Council
for the Creative and
Cultural Industries

Date: June 2008

Overall Purpose of the Role:

In May 2008 Creative & Cultural Skills received Government approval of its bid to build a National Skills Academy (NSA), a £15 million employer-led, world class centre of excellence for delivering the skills of the creative and cultural sector. From April 2009, the NSA will have its administrative centre (hub) in Purfleet, Essex and will operate across the country through regional spoke organisations. Initially focusing on technical theatre and live music, the NSA's remit is, working together with employers, freelancers, colleges and training providers throughout the country, to execute industry-led standards, training and qualifications with the appropriate learning and skills agencies, in order to achieve 'world-class training' for the world's greatest stages.

This role presents an exciting opportunity for the Communications and Business Director:

- To develop and deliver the communication and commercial strategies for the NSA as outlined in the business plan.
- To raise funds from industry and from public sources to deliver the skills programmes and strategic objectives outlined in the business plan.
- To raise the profile of the NSA to ensure it is recognised as an international centre of excellence.
- Deal-making and contract closure to develop and implement the approach to building and developing revenue streams and revenue generation capabilities for the NSA and commercial contracts.
- Develop an approach to Stakeholder management.

Resources Impacted On:

The projected turnover of the NSA in year one is

Turnover £1,350,800 (2008/2009)

Budget £1,350,800 (2008/2009)

N.B. £900,000 of the budget is part of agreed development funding from the LSC and Arts Council England. Additional income will need to be realised in Year One to achieve this turnover

Number of people reporting to the role - TBC

Other Requirements:

- The successful candidate will be based initially at Creative & Cultural Skills' office in London SE1, moving to Purfleet, Essex in due course.
- Hours of work will be 0900 – 1800 with the expectation that the post holder will manage their own hours and take on any national and regional travel in order to realise the establishment of the NSA through its regional spoke organisations across England.

Key Accountabilities:

- Lead the development and implementation of the communication strategy for the NSA.
- In concert with the Executive Director Programmes and Industry (then Academy Director, when in post), specify and execute the commercial strategy for the NSA
- Commercial / sponsorship agreements with key partners.
- Build and develop a significant external profile for the NSA (and particularly in commercial markets).
- Identify opportunities for commercially marketable products and services that will add value for the NSA's target audience, ensuring robust plans and processes are implemented and delivered to provide new income streams.
- Build strong relationships and engagement with external stakeholders to identify and implement partnerships and sponsorship opportunities.

All Creative & Cultural Skills employees are expected to:

- Regular communication with employees to ensure projects and operational tasks are developed, targets and deadlines are set, which are in line with CC Skills / the NSA's objectives and values.
- Manage, develop and support employees using regular performance reviews.
- Take responsibility for your own development and skills needs by committing to at least 5 days continuing professional development each year.

- To take responsibility for the health and safety of self, staff and clients – identifying recording and acting upon potential safety matters promptly and in accordance with organisation's policy and procedures.
- In addition to the duties set out above you may from time to time be required to undertake additional duties as necessary to meet the needs of the organisation.

PERSON PROFILE

Job Title: Communications and Business Manager, NSA

Date: June 2008

| | Essential | Desirable |
|--------------------------|---|--|
| Experience | <ul style="list-style-type: none">• Proven commercial leadership, strategic direction and delivery• Proven implementation and successful delivery of communication strategies• Experience of leading and developing high performing teams• Experience of developing and translating commercial strategies into revenues and profits | <ul style="list-style-type: none">• Knowledge of creative and cultural sector• Knowledge of UK skills agenda• Experience gained in business-to-business consultancy services |
| Attainments | <ul style="list-style-type: none">• Professional Marketing Qualification• Management qualification or equivalent experience• Excellent project management skills• Excellent budget management skills• | <ul style="list-style-type: none">• Graduate & Post-graduate qualification• MBA• Working in a membership organisation |
| Special Aptitudes | <ul style="list-style-type: none">• Excellent communicator and skilled presenter• Ability to move fluidly between seeing the "big picture" and thinking through every aspect of the user experience• Developing and leading on strategic projects, able to bring them in within budget and on time• Is comfortable setting and meeting challenging targets and tracking key performance indicators to meet them• Ability to build strategic partnerships with key stakeholders• Ability to operate at a strategic level to contribute to overall business strategy• High level of computer literacy | |
| Disposition | <ul style="list-style-type: none">• Evidence of personal impact, i.e. a leader and pace-setter rather than a follower and implementer• Commitment to and evidence of respecting diversity and supporting equality of opportunity• Excellent leadership capability with strong relationship building and influencing skills | |
| Thinking Style | <ul style="list-style-type: none">• Innovative and creative approach, able to identify with creative professionals• Analytical and intellectually robust, using these abilities to find solutions and devise and execute plans | |
| Circumstances | <ul style="list-style-type: none">• London / Thurrock based, but regional travel as required to engage with partners across England | |