



## **CREATIVE ENGLAND'S RECRUITMENT INFORMATION PACK: CHIEF EXECUTIVE OFFICER**

This pack will provide you with the information required to assist you with your application

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### **1. ADVERT**

Creative England is a new organisation which will be operational from October 2011, with the core purpose of supporting the sustainable growth of independent creative businesses, and the talent that feeds them, in every part of England outside London.

We are now looking for a dynamic and committed individual to lead this new organisation as Chief Executive.

This is a fantastic opportunity to play a major part in boosting England's creative industries, one of the fastest growing sectors in the UK. Creative England will build on the work of the Regional Screen Agencies that, for the past ten years, have assisted the development of the film, TV, interactive, games and digital media industries, and the growth of film culture in England.

One of Creative England's first objectives is to establish a new infrastructure for film in the English regions, laying the foundations for the development and sustainability of a vibrant film and moving image culture outside of London. It will endeavour to ensure that the best talent is supported, that audiences have access to a wide and diverse range of moving image products, and that the public benefits from a range of opportunities to engage and participate in contemporary film and moving image culture.

The ideal candidate will have a demonstrable record of success in high profile leadership roles. An accomplished communicator, you will be a driven and visionary individual with entrepreneurial flair with experience in both public and private sectors. Being faced with many organisational challenges you must have first class negotiation and communication skills, and be able to deliver innovative and strategic responses.





SALARY: Competitive

**DEADLINE: Friday 12<sup>th</sup> August 2011 (midday)**

INTERVIEWS: w/c 5<sup>th</sup> September in London (venue tbc)

For further details visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk) to download an information pack or request via [jobs@creativeengland.co.uk](mailto:jobs@creativeengland.co.uk)

Email (as above) or post your applications (registered post only)  
FAO Caroline Routledge, HR Manager, Vision+Media, Broadway 100, M50 2UW  
**\*\*NO AGENCIES\*\***

## 2. THE PACKAGE

The salary for this role is £80-90k dependent on experience, and the package includes 28-33 days annual leave and a 5% contributory pension scheme.

## 3. HOW TO APPLY

Please apply by CV and cover letter, ensuring that you meet the criteria set out in the person specification. You should also include your contact details and details for 2 employment references (preferably emails). These referees may be contacted prior to interview unless you specify otherwise. Please complete our equal opportunities monitoring form (this is optional).

You should email your application to [jobs@creativeengland.co.uk](mailto:jobs@creativeengland.co.uk) or post (registered only) FAO Caroline Routledge, HR Manager, c/o Vision+Media, Broadway 100, M50 2UW. Thank you for your interest. We look forward to receiving your application by Friday 12<sup>th</sup> August 2011 (midday).

It is company policy to only contact shortlisted candidates. If you have not heard within 3 weeks of the deadline, please consider you have been unsuccessful in securing an interview.

Interviews will be held w/c 5<sup>th</sup> September 2011 in London, venue to be confirmed.

## 4. CREATIVE ENGLAND OVERVIEW

Creative England is a new organisation which will be operational from October 2011. It is built on the work of the Regional Screen Agencies that, for the past ten years, have assisted the development of the film, TV, interactive, games and digital media industries, and the growth of film culture in England. Creative England's core purpose is to support the sustainable growth of independent creative businesses in every part of England outside London, to develop the talent that feeds them and to nurture film and moving image culture.

From 1<sup>st</sup> October 2011 Creative England will be the designated body in receipt of DCMS funds via the British Film Institute (BFI) for the delivery of film services in the English regions. It is also bidding to a number of other central government and European funds. Creative England is a private "not for profit" company, limited by guarantee. It currently has an Establishment Board (interim advisory board), chaired by John Newbigin, and is in the process of recruiting for a new permanent board of members and directors appointed from across the film and creative industries who will be responsible for the effective governance of the company.





As a body in receipt of public money Creative England will give practical support to government policies for growth, recognising the need to build on England's well-established centres of creative excellence while retaining sufficiently broad-ranging networks to reach out to new talent wherever it is located in the country, and to help industry reach out to new audiences and new markets.

Creative England will deliver initiatives that use public funds to add value rather than to duplicate services; to ensure that it intervenes when there is a clear market failure, concentrating on improving infrastructure and removing barriers and to use public subsidy to achieve the right balance between creative, cultural, social and economic impacts.

## OBJECTIVES

The core objectives for Creative England will be to:

- Grow the film, media, and creative industries across England, except in London, to assist the UK economy towards a strong recovery and strengthen the country's position as an international centre of excellence for the sector
- In partnership with the BFI, develop and support film activity throughout England, providing a locus for talent development; nurturing film culture and maximizing inward investment
- Act as a conduit from the local to national and international, connecting business to opportunities wherever possible
- Provide aggregation of SMEs to provide a distributed network for public and private funds
- Work with local communities to ensure they have the access and opportunity to engage with film and digital media
- Provide innovative, market led thinking to help government develop strategy and policy for the sector and delivering impact, securing the conditions that allow the sector to grow and thrive
- Help build creative people and businesses by backing innovation and supporting the development of a dynamic and sustainable creative and media sector

## 5. JOB DESCRIPTION

**LOCATION:** Office accommodation is currently available in Manchester, Birmingham, Bristol and is likely to be available in other cities and at Pinewood studios. It is expected that the CEO will also need to spend a proportion of their time in London and travelling on a regular basis throughout England

**PURPOSE:** The Chief Executive will be a key instrument in the realisation and development of the new organisation; Creative England. The central element of this role is to ensure that the new agency integrates not only the diverse work already being undertaken, but also effects a transformation in film culture and creative industries strategy in England.

The Chief Executive will provide the leadership and direction necessary to the fulfillment of the mission and objectives of the company. S/he will work to deliver a sustainable sector strategy that integrates with local/ national priorities and public policy objectives.



To reflect its England-wide responsibilities, Creative England intends to establish distinct representation in northern, central and southern England as soon as resources allow. Part of the CEO's early responsibilities will be to build the organisation in such a way as to fulfill this ambition.

Working with the Board, the Chief Executive will be the central figure building Creative England as an effective national agency, built on strong local partnerships throughout the English regions.

The Chief Executive, with the Board of Creative England, will envision, devise and execute policy and ensure the efficient and effective planning and management of the organisation and its staff.

Key accountabilities include providing creative leadership and direction, the development of strategy and policy, effective management of transition and change in the full establishment of the organisation.

This will be a high profile position, engaging with industry and government in the development of initiatives to support the creative industries, the talent that drives them and the cultural activity that underpins them.

## **KEY AREAS OF RESPONSIBILITY**

### **1. *Strategy and Policy***

- Build Creative England's role and reputation as a significant agency for the creative industries outside London
- Strategic leadership and development of Creative England.
- Produce appropriate long term thinking, and three-year plans for the Board's consideration, with financial and operational targets
- Participate in the development of regional / national policy and development in relation to the creative industries sector
- Monitor international, national and regional developments which have a bearing on all Creative England activity

### **2. *Board***

- Assist the Board with the development of strategy and policy
- Ensure that the aims, objectives, policies and priorities agreed by the Board are achieved
- Develop an annual timetable for the Board's evaluation of policy and monitoring of achievement

### **3. *Representation and advocacy***

- Represent Creative England within industry and government
- Represent Creative England at a senior level, acting as an advocate for the creative industries sector
- Develop and build upon relationships with other private enterprise, regional and national agencies, seeking partnership and synergy

### **4. *Legal and financial***

- Act as Company Secretary and Chief Accounting Officer
- Accountable officer for the delegation of Lottery Funds

- Recommend an annual budget to the Board
- Take responsibility as the Accountable Officer for the financial planning and performance of the company.
- Institute and implement financial procedures; liaise with auditors to ensure timely production of audited accounts
- Ensure all statutory returns are made and fulfill all criteria of funders
- Secure new forms of funding, investment and financial partnership from the public and private sectors

#### **5. Operational**

- Recruit, manage and motivate staff; develop skills and knowledge base through training and coaching
- Develop an organisational culture based on the highest standards of service provision, value for money and equal opportunities
- Ensure the maintenance, safety and security of Creative England premises; ensure compliance with Health and Safety regulations
- Ensure a lively and imaginative exercise of equal opportunity policy and practice
- Ensure the efficient and fair operation of Lottery process
- Direct and oversee effective communication and use of public and media relations in consultation with the Chair of the Board

#### **6. Monitoring and review**

- Maintain an analysis of the strengths and weaknesses of, and opportunities facing the sector in the Creative England environs
- Ensure that the impact and importance of the sector is measured and advocated through appropriate research and development work
- Ensure that the work and effectiveness of the agency is measured and can be expressed through regular impact assessment.
- Develop reporting and review mechanisms which inform the agency's planning

All staff must develop Creative England's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

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.

## 6. PERSON SPECIFICATION

### Experience and achievements

- ✓ A leader in the field of Creative Industries sector development
- ✓ Track record of success in high profile leadership roles
- ✓ Experience of both public and private sectors and of entrepreneurial ways of working.
- ✓ Substantial experience of raising income from private and public sectors
- ✓ Effective record in managing change, significant financial and human resource management experience in significant national or regional organisation
- ✓ Success in developing and delivering innovative and strategic responses to organisational challenges
- ✓ Record in effectively negotiating and sustaining partnerships with a range of stakeholders

### Knowledge and skills

- ✓ Awareness of key issues and developments in the creative industries and culture sector in the UK and Europe
- ✓ Understanding of the challenges and opportunities facing the sector
- ✓ Sound working knowledge of the uses and application of management and financial accounting
- ✓ Strategic understanding of the role of IT
- ✓ Familiarity with the Standards of Conduct required in public life

### Personal attributes

- ✓ Capacity to 'visualise' strategy and communicate it with effectiveness, style and imagination
- ✓ Inspirational, motivating, proactive leadership style
- ✓ Understanding of and sensitivity to the political environment of the agency's work regionally and nationally
- ✓ Ability to foster and sustain collaborative team working
- ✓ Focus on objectives, achieving results – especially under pressure

*Creative England promotes cultural diversity and equal opportunities for all*