

MARKETING & ORIGINATION MANAGER, INVESTMENT

Creative UK is the independent network for the UK Creative Industries. We champion, connect, support and invest in creative people and businesses. Our goal is simple: to cultivate a world where creativity is championed, valued, and fundamentally nurtured.

Creative UK Investment invests in growth-minded businesses from across the creative sectors and counts among its investees some of the best in UK Creative talent including clients such as Dimension Studios, FuturLab Games and Moonraker VFX.

This is a unique opportunity to become the Marketing and deal origination specialist for our Investment offer. You will be operating at the very heart of our investment programme. The Creative Growth Finance Debt Fund, in partnership with Triodos Bank UK, is a £35 million fund providing vital finance to the UK's most promising creative businesses.

Our Marketing & Origination Manager will lead on deal origination strategies for the Investment team, with a focus on marketing activities. Reporting into the Investment Principal you will take ownership of the strategy for engaging and originating quality investment opportunities from across the creative sector. You will also work closely with the core marcomms team to ensure brand consistency across all of our comms and to support on brand-wide activity.

Your key responsibility is to oversee branding, advertising, content and promotional campaigns and networking strategies with agency to pivot as required in response to the needs of the investment team and the pipeline at any given time. Your role will be key to strengthening the team and the Investment division's profile. You will also take responsibility for supporting team members with visible networking opportunities and events to support their own origination.

This role sits in a collaborative team with opportunities to attend exciting events and be part of the wider investment community. We are a flexible family-friendly employer, this role can be full time or 4 day part-time.

LOCATION: Hybrid working available with offices in Bristol and Central London. Min 2 days per week in Creative UK Workspace.

SALARY: up to £40,000 FTE + benefits

CONTRACT: Full time/ MIN 4 days per week permanent employee

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk.

Please complete our anonymous diversity and inclusion [survey](#). Rolling interviews will take place by video conference. Immediate appointment preferred.

REPORTS TO: Investment Principal

PERSONAL QUALITIES

The ideal candidate will be well-versed in the full marketing mix. As a doer and a strategist, you will be well able to implement the strategy you propose. You will be confident and comfortable in both shaping a strategy and ensuring that your fellow team members are active and adequately supported in their execution of said strategy. You will need to be a self-starter who can plan your time effectively and work towards targets, as well as being flexible when there is need to pivot. You will be experienced

in developing a clear brand tone and in working alongside stakeholders both inside and outside of your organisation in order to amplify key messages and promote brand awareness.

Ideally, you will have some experience of the investment space and certainly be passionate about the Creative Industries. If you have not worked within investment before, you will be able to take on and process new information quickly, applying your well-honed marketing skills to your new area of expertise.

KEY RESPONSIBILITIES

Develop and lead on the origination strategy for our investment offering, prioritising profitability and a demonstration of the value and benefits for both investors and investees.

Develop and deliver content and communications strategy for investment activities across owned, earned, and paid media, including thought leadership strategy, asset development and interviews, ensuring consistent brand tone of voice.

Develop brand and positioning of Creative UK Invest, ensuring that Investment offering is seen as key commercial player within the wider investment/Creative Industries landscape.

Support the Investment Managers in their networking and profile-building activity to further opportunities for deal origination, including researching and securing speaking opportunities for members of the Investment team at key investment industry events.

Ensure the Investment offering is central to CUK's overall positioning and reflects the brand.

Budget responsibility for investment marketing activity, ensuring profitable use of lead generation budget as well as allocating monies for branding and content activity

Responsible for strategy and implementation of lead generation activity, overseeing paid media budget and delivering profitable PPC and paid social campaigns in line with targets set by Investment Director and Investment Principal.

Measure and report on performance of all origination outputs, assessing results against targets to drive data-driven decision making and demonstrable learnings and improvements.

Responsibility for digital deal flow, utilising website and tools including Hubspot to ensure smooth user journey with clear touchpoints and lead stages.

Work with core brand team to develop content across organic social media channels and visual assets to be used across campaigns.

Work closely and collaboratively across the Customer and Brand marketing teams to ensure consistency of brand messaging, integrated execution of campaigns and events.

Responsible for email marketing strategy and delivery, maintaining and growing investment newsletter database, managing automated onboarding workflows and reporting on effectiveness of all email campaigns.

Work with the central events team to ensure that the Investment team is appropriately represented at both internal and external sector and investment events; and support team with creation of events to engage new and existing portfolio clients and stakeholders. Manage budget for events and report on outcomes and learnings.

Responsible for the website's investment pages, ensuring that these are maintained, updated and optimised in line with the wider brand team.

Ensure the Investment offering is central to CUK's overall positioning and reflects the brand.

Act as guardian for diversity and inclusion monitoring and outreach, working with Head of Diversity & Inclusion to ensure we are supporting wider commitments to D&I.

Provide shared support services during key moments to the brand, comms and events team.

All staff must share our commitment to equal opportunities and promote non-discriminatory practices

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

REQUIRED EXPERIENCE, KNOWLEDGE AND SKILLS:

- Strong knowledge of CRM, website, and marketing analytics tools
- Experience delivering social, paid media and email marketing campaigns
- Strong copywriting and creative writing skills
- Ability to prioritise under pressure, multi-task
- Strong analytical skills and data-driven thinking
- Understanding of brand identity, tone, audience, objectives, and designing content that fits
- Strong IT skills, including design
- Highly personable with the ability to engage with people at all levels

DESIRED EXPERIENCE, KNOWLEDGE AND SKILLS:

- Experience using Hubspot CRM and email marketing tools
- Experience using Wordpress CRM
- Experience working within an investment organisation • Experience working within the Creative Industries

OUR CULTURE

All our employees will be expected to demonstrate behaviours associated with our company values. Our values drive the way we work; **how** we do things is just as important as **what** we do.

We join the dots; collaboration is in our DNA

We support and empower; we are here to make a difference

We are curious, open & honest

We celebrate difference & value equality of opportunity

THE PACKAGE

- Flexible hybrid working
- Pension enrolment 5% employer contribution from 3 months service
- Medicash from 3 months service
- BUPA medical insurance & Life Assurance (1 year service)
- Cycle 2 Work scheme, in partnership with Halfords
- Benefits hub, discounts across a broad range of partners

- Employee Assistance Programme, BUPA
- Mental Health Day, a paid day off to focus on activities which help you to alleviate stress
- Summer Fridays, finish at 3pm every Friday throughout July & August
- Your birthday off as paid leave, extra days off over the annual festive period
- Paid volunteer day per year to give something back to the community

We value difference and celebrate the creativity that it brings. We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities, talents, and physical and cognitive differences.