Job Description

Growth & Innovation – Marketing & Sales Manager

The Growth & Innovation – Marketing & Sales Manager plays a central role in strengthening Creative Kernow's financial sustainability by growing earned income, developing commercial activity and building strategic partnerships. Working closely with the Director of Growth & Innovation, the role:

- Leads on promotion of a range of cultural, community and commercial events and activities which generate earned income for the organisation
- Builds new partnerships and engages new clients across services including What's On and Box Office
- Delivers marketing for Creative Kernow channels.

The role sits within the Growth & Innovation vertical, contributing to the income and enterprise strategy of the whole organisation.

Key Responsibilities

1. Events Network

Lead the growth and development of Creative Kernow's Events & Marketing Network by expanding its client base, strengthening services and increasing income.

- Growth and diversification of client base
- Build client relationships and develop a sales strategy for the network's products and services, including partnership and advertising packages and ticketing sales.
- Create and deliver key What's On promotional services, including:
    - What's On Guide and other printed materials
    - Digital products
    - Email communications
    - Online magazine features and review based content
    - Social media content
    - Work with the Operations Coordinator to update the Cornwall 365 website
- Manage our ticketing offer through the Box Office to include
    - Onboarding of new clients
    - Working with the Operations Coordinator to ensure a robust service including sales reports, door lists and final sales activity
- Work with the Director of Growth & Innovation and the Operations Coordinator to develop and deliver marketing for Creative Kernow activities and events
- Support Cornwall's visitor and local economies by developing themed marketing, advertising and promotional campaigns throughout the year.

2. Income Strategy & Diversification

Lead on the development and delivery of the commercial income strategy to build financial sustainability and resilience.

- Grow the income from our What's On and Box Office services
- Identify and pursue new income opportunities that are realistic, strategically aligned and financially sustainable

- Work with the Operations vertical to ensure income activity is accurately reflected in budgets, forecasts and management accounts
- Manage budgets with rigour — tracking income and expenditure, flagging variances early and contributing to organisational financial reporting.

3. Business Development & Partnerships

Build and steward the relationships and partnerships that create income, increase impact and strengthen Creative Kernow's position — working across sectors and with a range of organisations, funders and commercial partners.

- Build and manage a portfolio of relationships with funders, sponsors, local authority and commercial partners
- Identify and develop partnership opportunities that generate new or increased income
- Represent Creative Kernow with partners and funders
- Support the development of commercial propositions, ensuring these are compelling and aligned to market need/opportunity and partner or funder priorities

4. Marketing & Profile

Strengthen Creative Kernow's market presence and reputation — developing communications and market intelligence that grows the organisation's reach, income potential and credibility with key audiences.

- Contribute to Creative Kernow's brand positioning, communications strategy and market development
- Work with the Director of Growth & Innovation and the Operations Coordinator to develop and deliver market-facing communications. These communications should increase Creative Kernow's reach and reputation while supporting ticket sales, event attendance, studio occupancy and income growth.
- Ensure Creative Kernow's impact and activity is clearly articulated and consistently represented in all marketing and communication activity
- Provide market intelligence and sector insight to inform the development and strategic positioning of Creative Kernow
- Contribute content, data and campaign material to support Creative Kernow's marketing and audience development activity

5. Enterprise Development

Contribute to Creative Kernow's enterprise offer — identifying and building commercial opportunities.

- Contribute to Creative Kernow's enterprise offer — including consultancy services, asset-based income and commercial projects and programming

6. Investment Readiness & Proposition Development

Ensure Creative Kernow's propositions are robust, clearly evidenced and positioned for growth — leading on market intelligence and the commercial development of assets and activities.

- Ensure Creative Kernow's propositions are commercially robust, clearly evidenced and positioned for growth, development or external investment
- Lead market intelligence and partner insight activity — translating findings into viable and sustainable propositions
- Lead and contribute to funding applications — providing market context, income modelling, commercial narrative, evidence of need etc.
- Develop ticketing, participation fee and earned income strategies where relevant — balancing financial targets with access and community reach