Recruitment Pack
Growth & Innovation – Marketing & Sales Manager

Creative Kernow

Creative Kernow is the development organisation for Cornwall and the Isles of Scilly's creative sector.

Cornwall and the Isles of Scilly's creative sector is unique, extraordinary and full of potential. Our mission is to ensure it thrives, by strengthening its ecosystem, building its economic power, and enriching creative and cultural life. Our work spans the full breadth of the sector, from the infrastructure and networks that help creative people connect and grow, to business support, career pathways, and creative programmes that benefit communities across the region.

Creative Kernow is supported by Arts Council England as a National Portfolio Organisation and by Cornwall Council.

The role

This post is a part-time permanent position working in our Growth and Innovation team. The role will lead on the growth and development of Creative Kernow's commercial activity, playing a key role in strengthening the organisation's financial sustainability through increased earned income, strategic partnerships and new business opportunities. It will oversee the promotion and development of Creative Kernow's Events & Marketing Network, What's On services and Box Office, whilst leading on marketing, client relationships and business development. The role will also support the organisation's wider income and enterprise strategy by identifying new commercial opportunities, developing compelling propositions and contributing to funding applications, market intelligence and audience development.

The key tasks:

- Lead the growth and development of the Events & Marketing Network, expanding its client base, strengthening its products and services, developing client relationships and increasing income through advertising, partnership packages, promotional opportunities and ticketing sales.
- Develop and deliver What's On promotional services including overseeing the production and promotion of the What's On Guide and other printed materials, digital products, email communications, online magazine features, reviews and social media content.
- Oversee the Box Office offer, developing ticketing services, onboarding new clients and working with the Operations Coordinator to ensure an effective and reliable service, including sales reporting, door lists and final sales activity.
- Lead commercial income growth and diversification, identifying, developing and pursuing new income opportunities that are financially sustainable, aligned with Creative Kernow's strategic priorities and responsive to market needs.
- Develop business relationships and strategic partnerships, building and managing relationships with clients, funders, sponsors, local authorities, commercial

organisations and other partners to generate income and increase Creative Kernow's reach and impact.
- Lead marketing and promotional activity, working with the Director of Growth & Innovation and the Operations Coordinator to develop and deliver marketing and communications that increase awareness, ticket sales, event attendance, studio occupancy and income.
- Support Cornwall's visitor and local economies by developing themed marketing, advertising and promotional campaigns throughout the year to promote cultural, community and commercial activity across the region.
- Meet sales targets across the commercial activity
- Contribute to financial planning and reporting, managing relevant budgets, monitoring income and expenditure.
- Strengthen Creative Kernow's profile and reputation, ensuring the organisation's impact, activity and offer are communicated clearly and consistently across its marketing, communications and partnership activity.

This role is based at our offices at Krowji. Due to the nature of the role, there will be a requirement to support events from time to time which take place in the evenings and sometimes at weekends.

Role	Growth & Innovation – Marketing & Sales Manager
Location	Krowji, Redruth, Cornwall TR15 3GE
Salary	£28,000 (£34,000 FTE)
Hours	Four days per week or 30 hours Office hours are 09:00am -17:00pm with a 30 minute unpaid break (Flexibility will be needed as there will be a requirement to work in the evenings and on weekends to support events)
Contract	Permanent
Reports to	Director of Growth and Innovation
Deadline	Friday 20th November
Interviews	Thursday 3rd December

What we're looking for

We are particularly interested in your skills, experience and potential, rather than your formal qualifications. We are keen to hear from people who can combine commercial awareness and business development skills with a commitment to Cornwall and the Isles of Scilly's creative and cultural sector.

You will be motivated by the opportunity to develop new income streams, build lasting partnerships and help a purpose-led organisation become more financially sustainable. You will be confident developing client relationships, promoting services, identifying commercial opportunities and translating ideas into practical plans that deliver measurable results.

Essential

- Experience of sales, income generation or commercial activity, ideally within the creative or tourism sectors.
- Experience of building and maintaining effective relationships with clients, partners and other stakeholders.
- Strong marketing and communications skills, with the ability to develop and deliver promotional activity for a range of audiences.
- Strong organisational skills, with the ability to manage competing priorities and deliver work to deadlines.
- Good financial awareness, including experience of managing budgets.
- Excellent written and verbal communication skills, with the confidence to represent Creative Kernow professionally to clients, partners and funders.
- Ability to use market intelligence, audience insight and other evidence to inform business development and marketing decisions.
- Ability to work collaboratively across teams while taking responsibility for delivering agreed objectives.
- A commitment to the creative and cultural sector and an understanding of the value it brings to Cornwall and the Isles of Scilly.
- A commitment to developing commercial activity in ways that support Creative Kernow's wider mission, including balancing income generation with access, inclusion and community benefit.
- Excellent communication skills, able to deal with a range of different audiences, both on the phone, by email and face to face
- IT literate with experience of Microsoft office, Canva (or other design software), Mailchimp, Meta Platforms

Desirable

- Experience of box office management
- Experience of advertising sales
- Experience of producing printed publications, digital content, email campaigns, online editorial or social media content.
- Experience of working with funders, sponsors, local authorities or commercial partners.
- Experience of contributing to funding applications, business cases, investment proposals or income diversification strategies.
- Experience of audience development, market research or the use of data and insight to shape marketing campaigns.
- Knowledge of Cornwall and the Isles of Scilly's creative, cultural, tourism or community sectors.
- Experience of working in a charitable, cultural or publicly funded organisation.

Equity & access

We welcome applications from all members of our communities. We operate under the principles of Equal Opportunity and are committed to equality of access regardless of age, race, colour, ethnic or national origins, gender, marital status, sexual orientation, disability, income, education, religious beliefs or cultural heritage.

How to apply

Please send the following to hr@creativekernow.org.uk with 'Sales and Marketing Manager' in the subject line by 12pm 20th November. Interviews will take place on 3rd December.

- A personal statement (maximum 2 sides of A4 at 12pt) covering how your skills and experience meet the requirements of the role. You may alternatively submit a voice recording or a video of up to 5 minutes via WeTransfer.
- Your CV (maximum 3 pages)
- A completed equal opportunity monitoring form
- A completed GDPR candidate privacy form

A full job description is available on request

If you need support submitting in other formats, contact **hr@creativekernow.org.uk.**