

## Job Description

### Creative Assets and Place Manager

<b>Salary:</b>	Grade 7
<b>Contract:</b>	Full time and fixed term to 31 March 2026
<b>Location:</b>	Medway Campus – with requirement to work across campuses and the Estuary region
<b>Responsible to:</b>	Creative Estuary Director
<b>Job family:</b>	Administrative, professional and managerial

### Job purpose

The University of Kent has an impressive history of supporting arts and culture in Kent, in particular through the work of its Arts Centre. In 2014 the exceptional work carried out by the team at Gulbenkian was acknowledged when it became a National Portfolio Organisation with Arts Council England and it has since developed a national and international profile through an innovative multi-arts programme and pioneering projects such as ART31 and bOing! International Family Festival. The University is very proud of its venues but recognises that, as a Civic University, we need to do more to widen and diversify creative engagement across Kent.

It is in this context that our arts and culture activity, including Creative Estuary, sits within our Institute of Cultural and Creative Industries (ICCI). This innovative and dynamic new Institute is a cross-campus interdisciplinary initiative that unites and enhances our cultural and creative work across Arts and Humanities, Science and Social Science, and education, research and innovation, and public engagement. We are creating an integrated approach to our arts and culture activity; and developing strategic projects and investment opportunities that enhance the creative, cultural and civic interests of the University, its academics, its students and the wider community.

The Creative Estuary programme will include co-commissioning new work relating to places, spaces and communities; developing leadership and access to specialist skills and creating opportunities to deliver new cultural infrastructure. There will be three project strands:

- Creative Assets and Place
- 'Made in the Estuary'
- Knowledge Exchange Partnership

Working at scale across institutional, political and geographic boundaries, Creative Estuary will deliver a programme of connected activities building capacity, ambition and impact.

Delivery is focussed on the six Levelling Up for Culture Places of the Thames Estuary region, priority areas - Basildon, Castle Point, Thurrock in Essex; and Gravesham, Medway, and Swale in Kent - and including the Ebbsfleet Development Corporation.

The Creative Assets Project Manager will be responsible for managing and developing the Creative Assets and Place workstream for the Creative Estuary Programme 2023-26.

## Overview

Manage and develop the work programme:

- Creative Assets – Infrastructure Projects in the six priority areas; working with local authority, private sector, and creative sector partners, design and develop projects which will unlock underused buildings and spaces for creative use by the Creative & Cultural Industries and local people; including public consultations, negotiations with property owners, and focused feasibility, viability studies, and project plans.
- Knowledge Exchange Partnership - organise and develop content for a series of events to bring our local authority partners together to share learnings and to visit/view case studies and areas of good practice in infrastructure for production and workspace provision.
- Annual Symposium & events - organise and work with the Creative Estuary team and partners to develop content and delivery of events.
- Creative Assets – Town Planning Capacity Building for Culture: working with our partners and the creative sector, and including Town & Country Planning Assoc.(TCPA), Kent County Council, Essex County Council, and GLA, promote our Cultural Planning Toolkit to Town Planners in the region and working with our Place Brand Manager to promote this work nationally/internationally; organise and develop training and professional development events from time to time.

## **Key accountabilities**

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Manage and develop the work programme, of projects and events described above, building on and informed by the research and recommendations from Phase 1 of Creative Estuary, including but not limited to:
  - WorkWild report
  - TCPA Planning Toolkit
  - Ebbsfleet Cultural Infrastructure Prospects and Meanwhile Strategy
  - Thurrock Meanwhile Strategy
  - South East Workspace strategy
  - ASELA – South Essex Cultural Strategy (not published)
  - TEPC Delivery plans for Screen & Digital and Fashion / Fashion production
- Manage and develop infrastructure projects in the six priority areas as described above, negotiating with and supporting partners to deliver practical project plans, focused feasibility and viability studies. NB. Some of this work has already started and you will work with the Director and the Creative Estuary team to build this work across all six priority areas.
- Support partners to identify and unlock further buildings and spaces for cultural and creative use by researching and networking in the local areas prioritised.
- Work with the Made in the Estuary Producer to co-design projects and interventions to activate spaces and sites borne out of local need and taking an inclusive approach to local engagement.
- Work with our partners and the Director to secure partnership investment to enable delivery of the infrastructure projects and the Made in the Estuary projects; where possible bring the infrastructure projects and Made in the Estuary creative projects together by aligning them and taking account of local and sector needs.

- Act as principal point of contact and effectively manage the relationships between key stakeholders to contribute to and steer the delivery of the Creative Assets and Place workstream, as described above. In particular, support the Director with delivery of the Knowledge Exchange Partnership ensuring quality of content and responsiveness to the needs of our partners and the creative sector.
- Manage all narrative, financial and data reporting and monitoring requirements from our investors/funders associated with the Creative Assets and Place workstream.
- Procure and commission services as required to deliver the Creative Assets and Place workstream within the regulations and rules required by the University. These services will include but are not limited to: testing models and ways of working to bring buildings and spaces into use for the creative sector; design and delivery of training, capacity building; and evaluation.
- Manage consultants and other providers of services as required and to achieve the aims and objectives of the workstream and of the Creative Estuary programme as a whole.
- Develop and manage a work plan for the workstream which will achieve the aims and objectives of the workstream and of the Creative Estuary programme as a whole.
- Work with the *Place Brand Manager* to ensure that the work plan is aligned with the Creative Estuary place brand and comms plan.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- Creative Estuary programme is a complex project with multiple stakeholders and actions for delivery. This workstream is a key element of the programme. The post holder will be required to understand the variety of perspectives of our partner organisations especially local government and the creative sector. Key tools will be – diplomacy, emotional intelligence, professional respect, patience, and resilience
- The development of projects and training opportunities for our partners will lead to an understanding of local connections and co-dependencies within the projects. This is likely to become complex and will require a high degree of people skills and attention to detail in delivery
- The post holder will be required to use influencing skills and pragmatism to establish the mandate to develop each of the projects in the priority areas, you will be working in a partnership and as a representative of Creative Estuary
- The post holder will be required to have excellent organisational skills, IT literate, project management skills, an active learner, flexible to ensure delivery, and solution focused whilst working in a sometimes fast paced and changing work programme

## Facts & figures

Creative Estuary has been awarded a grant of £1.15million from Arts Council England as part of a £1.8million project over 3 years

There are a wide range of partners and stakeholders including 6 local authorities (Basildon, Castle Point, Gravesham, Medway, Swale and Thurrock) and the Ebbsfleet Development Corporation who have formed the Knowledge Exchange Partnership.

## Internal & external relationships

**Internal:** Director of Creative Estuary, Director of Institute of Culture and Creative Industries, Finance Manager iCCi, RIS Finance and Contracts Managers, Kent School of Architecture and Planning

**External:** Local authority partners, private sector stakeholders, GLA, SELEP, ASELA and Greater North Kent, Workspace and Studio Providers

## Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

(Delete if not applicable)

- Regular use of Screen Display Equipment
- Vocational travel around the Estuary area on a regular basis; London and elsewhere from time to time
- Some evening work from time to time
- Working in isolation
- Conflict resolution
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

### Essential Criteria:

- Educated to degree level or equivalent (A)
- Experience in project management (A,I)
- The ability to closely manage and monitor the outputs of multiple projects , analysing, meeting the outcomes and making appropriate connections to ensure delivery (I)
- Excellent organisational skills with the ability to ensure that all project documentation is updated and consistent in quality (A,I)
- Able to build effective partnership relationships with stakeholders, build consensus and drive effective decision making in formal and informal settings (I)
- Problem solver with the ability to optimise existing resources (I)
- Excellent communication, presentation, negotiation, influencing and stakeholder management skills (A,I)
- Experience of budgeting and financial planning/management (A,I)
- Ability to work on own initiative, prioritising and managing time effectively (I)
- Resilient under pressure and willingness to embrace change in the context of project development (I)

- Ability to articulate Creative Estuary's objectives in a way that encourages others to engage with the vision (I)
- Understanding of the needs of the Creative & Cultural industries sector (A,I)
- Understanding of or experience of workspace providers and operators (A,I)
- Experience of working with or for local government; with officers and Members (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver and promote equality, diversity and inclusivity in the day to day work of the role (I)
- Ability to travel as the role requires (I)

**Desirable Criteria:**

- Professional project management qualification (A,I)
- Experience of writing funding applications (A)
- Experience and knowledge of placemaking projects (A)
- Experience of working in higher education (A)

*Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage*