

West Midland Screen Bureau Strategic Lead (Project Manager)

Salary: Up to £60,000 incl. (see Budget/Payment)

Freelance: Full or Part time for a fixed period (to be negotiated)

Employment: Contracted through Birmingham City Council as the accountable body on behalf of West Midlands Combined Authority for the West Midlands Screen Bureau

Background

The West Midlands Screen Bureau (WMSB) was formed in 2016 as a partnership between public and private organisations in the screen sectors including film, television, video games, animation, VFX and emerging innovative content creation. These organisations are united by a commitment to seize the opportunity to develop a stronger, more successful and better integrated screen industry that builds on the unique strengths of the West Midlands (WM).

By drawing on a wide range of experience, the WMSB aims to bring together these screen sectors to maximise the potential of the West Midlands as a world class destination for the production and development of creative content. This unique partnership includes individual film makers, productions companies, Film Birmingham, Flatpack Film Festival, the Producers Forum, Higher Education Institutions (HEIs) and public sector partners including the West Midlands Combined Authority (WMCA), Birmingham City Council (BCC) and regional Local Enterprise Partnerships (LEPs).

The WMSB is seeking to appoint an experienced individual as a Project Manager to strategically lead and manage a programme of work during 2018. Whilst the post will be recruited on a freelance basis, the contract will be funded and managed through Birmingham City Council (as the accountable body for the WMCA). The Project Manager will report to the Chair of the WMSB, while day to day line management will be undertaken by Birmingham City Council as lead applicant.

The vision set out in the Clusters funding bid is for the West Midlands to be at the forefront of a diverse and sustainable converged screen economy in the UK.

The aim is for a mixed economy, in which high-quality production studios and a skilled, competitive and entrepreneurial local independent sector will earn a reputation in the UK and internationally for quality and service. By joining together expertise across the region, the industry will create diverse and innovative content for new and existing audiences.

The region's long-term vision is based on six, inter-connected pillars:

- Capacity and Commercialisation
- Connectivity
- Convergence
- Content and creativity
- Culture and community
- Co-ordination and collaboration

The WMSB aims to focus on the ways in which the WMCA area provides new opportunities for development, for example by bringing together the screen sector and innovation, and particularly the potential for joining the film sector with the wider screen media and gaming centres of excellence to create growth in international trade.

The WMSB's work programme needs to identify how activities will create a functional production base in the region, develop and retain talent, create new product and develop new audiences. It will build

on the research we already have such as the WMCA research, the BOP report and Strategic Economic Plan (SEP).

The Project Manager will need to be mindful of the work which BFI has previously funded to develop a Midlands Film Audience Network (through Flatpack) and the work which Birmingham City Council and NEC Group have commissioned to explore the feasibility of a new studio facility.

Closing date for applications: Midday 15th January 2018

Interview process:

- Successful shortlisted candidates will be invited to interview on 19th January 2018 therefore please keep this date free in your diary.
- Successful candidates will be expected to give a ten minute presentation on their proposed approach to delivering the objectives followed by an interview.

Please send or email your application and to:

Symon Easton

Head of Cultural Development

PLACE Directorate

Library of Birmingham, Centenary Square, Broad Street, Birmingham, B1 2ND

Tel: 0121 303 1301

Email: symon.easton@birmingham.gov.uk and sindy.campbell@birmingham.gov.uk

Post title: West Midlands Screen Bureau Strategic Lead (Project Manager)

Reporting to: The WM Screen Bureau Executive Group through the Chair with day to day support provided by the Head of Cultural Development at Birmingham City Council based at the Library of Birmingham.

Direct Reports: 0

Role Purpose: Accountabilities and responsibilities:

The work programme for the Strategic Lead (Project Manager) in Year 1 proposes the following activities to meet the programme's 6 objectives (also see attached bid submission to BFI):

Objective 1: to build capacity in relation to facilities, skills, leadership and talent in order to attract new production and development in the region

- To support and collaborate with work to build capacity and contribute to plans for new facilities in the region (including the Studio Feasibility study)
- To assess the current availability of skills and of current training provision
- To commission support for new and emergent talent

Objective 2: To promote connectivity by developing stronger physical and digital links within the region, nationally and internationally

- To develop stronger collaborative relationships with national and regional stakeholders and other film, television and video games initiatives

Objective 3: To cultivate the opportunities for the convergence of creative content across different platforms

- To encourage networking opportunities for regional film, television and video games makers, digital and cultural sectors
- To broker cross-sector collaborations
- To plan for the extension of the Film Birmingham database and services across the West Midlands

Objective 4: To increase local production and the creation of content across the screen sectors by fostering a culture of creativity, diversity and inclusivity

- To provide seed-corn funding to support the development of innovative new projects
- To help improve access to different sources of finance and investment

Objective 5: To engage the whole community in screens sectors that reflect the richness and diversity of the population of the region

- To collaborate on an analysis of audience engagement and the current provision of cinemas, screens, video games hubs and clubs across diverse communities
- To work with other initiatives on how to increase community engagement
- To work with partners to develop a clear diversity strategy (including BAME, disabled people and people living in areas of disadvantage)
- To ensure that programmes give priority to under-represented groups

Objective 6: To improve co-ordination, strategic leadership and promotion of the screen sectors by joining up screen sectors related activities and providing a central focal point for the region

- To develop a strategy that identifies screen sector needs and sources solutions to enable sector growth
- To lobby and advocate on behalf of the screen sectors
- To improve promotion of the region and develop marketing activities
- To prepare plans for a programme of research and evaluation into the programme

PERSON SPECIFICATION

Essential Requirements

Qualifications

- Educated to A Level, or with equivalent work experience

Experience

- Experience of working in the film, TV, media, games, arts and culture or the wider creative industries
- Developing strategic plans and analysing opportunities
- Overseeing a diverse programme of projects
- Recruiting and managing consultants and partners to deliver projects
- Financial planning and managing budgets
- High level advocacy and lobbying
- Working in projects across the public and private sectors
- Developing successful cross-sectoral partnerships

Knowledge

- Knowledge of high-level contacts in the screen-sectors
- Current knowledge of the creative and cultural environment and marketplace at national and regional levels
- Understanding and practical knowledge of the opportunities and challenges for the screen sector
- Up to date knowledge of private and public sources of funding and finance for screen
- Knowledge of national and regional policy relevant to screen, the cultural sector and wider regeneration issues
- Understanding of issues relating to diversity in the screen sector

Skills

- Strong analytical and strategic thinking skills
- Ability to articulate the case for the screen sector
- Capable of thinking creatively and developing original ideas and practical solutions
- Highly organised and self-motivated

Other

- There will be an expectation for flexibility in undertaking the role including working irregular or unsocial hours from time to time to meet the needs of the post

The essential requirements above will be assessed in the first instance through the shortlisting of the application letter and also at the interview stage

Desirable Requirements

Qualifications

- Management experience in a nationally recognised screen company / organisation

Experience

- Managing multiple projects simultaneously to demanding deadlines
- Conducting research, preferably in the screen or wider cultural sector
- Managing outreach programmes to increase diversity

Knowledge

- Recent and substantive understanding of the screen sector
- Understanding of a range of media and the opportunities for convergence
- Knowledge and understanding of the creative sector in the West Midlands

Project Delivery / Methods

- We are seeking an experienced individual to undertake this contract (not a company or organisation)

- We anticipate that the post holder will mainly be based in Birmingham (at the Library of Birmingham) There will be no, or minimal, additional administrative support available
- We encourage applicants' comments on the objectives outlined in the bid document, including any anticipated issues and suggestions for alternative approaches
- Please outline your anticipated approach to delivering the work including any days working from home

Reporting arrangements

- The Project Manager will report to The WM Screen Bureau Executive Group through the Chair
- It is expected that the Project Manager will provide written reports and updates as required and attend meetings of the Executive Group in person (usually every six weeks)
- The post will be managed day-to-day by the Head of Cultural Development at Birmingham City Council based at the Library of Birmingham

Timescale

This programme of work is for an initial contract for 12 months, however it could be specified in days worked and potentially be spread beyond 12 months. Any further contract will be subject to successful continuation of partnership funding secured by the WM Screen Bureau. It is proposed that this contract will commence in the first quarter of 2018.

Tender submissions - Invitation to apply

In responding to this brief and the bid document, applicants should provide a covering letter with:

- An explanation of your understanding of the project.
- How your qualifications, experience, knowledge and personal skills meet the role specification. This should include evidence of your past experience in delivering similar projects and an explanation of how your skills will enable you to deliver the proposed objectives.
- Your capacity and availability to undertake this project (including any other commitments that may impact on your delivery of this work).
- Your commitment to meet the timetable of activities over one year (or proposed variation).
- An outline of your anticipated approach to delivering the work including how you intend to structure your work from home and at the office space provided and how you would maintain contact with and report to the WM Screen Bureau.
- An indication of any information, materials or other resources that you would require from the WM Screen Bureau / BCC.
- Your commitment to Equalities and Safeguarding principles.
- Two references (referees) that we can contact.
- A copy of your CV as an appendix.

Your total submission for the application should not exceed 10 sides of A4

Budget / payment

- The total budget available for this role is £60,000 over the initial 12 months or as agreed period (including on-costs, travel from your home to and from Birmingham and any necessary work relating to delivery of agreed objectives such as preparation of reports).
- Please provide an indication of the number of days you will work to deliver the contract explaining any limitations you may have e.g. an existing contract to complete or other commitments.
- There is a small budget available to assist with other travel and expenses
- Payments will be made in stages - to be agreed with WMSB Exec Group, based on delivery of work streams.

