

Staffordshire Film Office Manager Grade 11

Our Vision

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

- Have access to more good jobs and share the benefit of economic growth
- Live in thriving and sustainable communities
- Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

- Ambitious – We are ambitious for our communities and the people of Staffordshire
- Courageous – We recognise our challenges and are prepared to make courageous decisions
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

Funded and set up by Staffordshire County Council, We Are Staffordshire is a partnership that exists to promote and celebrate the county, raise its profile beyond our borders, and support work to attract inward investment, talent and tourism, for the benefits of Staffordshire people and businesses.

GP 25/7/2024
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It is our mission to challenge negative perceptions of the county as a 'drive through destination' and to promote its myriad of assets.

Fast forward three years and our impact cannot be underestimated. We've made huge strides against our mission; convening roundtables with national brands and changemakers, celebrating Staffordshire at the House of Commons, recruiting over 200 ambassadors to tell and sell our story beyond our borders, and delivering first class networking and celebration events.

Through our tireless work, we have been shortlisted for global placemaking awards. Staffordshire has shifted the dial: we're no longer simply competing regionally, or nationally, but we have sights on that international map, and we're grabbing the opportunities with both hands.

A thriving and resourced film office will directly support this work, providing profile raising opportunities that could put Staffordshire on the national and international stage.

About the Role

Staffordshire County Council and its partners have committed to launching a film office for the county as a pilot project over the next 3 years. As an industry expert the Film Office Manager will develop our film office offer, lead a taskforce of partners to unlock the opportunity and generate proposals, interest and demand.

To do this, the jobholder will work closely with Creative England and establish a governance structure and Steering Committee that feeds into the wider Place Board, to guide filming across the county with key strategic partners and establish a price list of council owned assets which could be used as filming locations.

How we present our offer will be key, and the timely launch of a Film Office website and associated marketing collateral to present Staffordshire as 'open to film' will be central to our approach.

Showcasing the return on investment for this pilot programme will be key, and working with the head of service to establish clear KPI's and success

criteria will help monitor performance of the service over the pilot programme.

Finally, collaboration will be essential, working with key internal partners including the Staffordshire and Stoke-on-Trent Local Visitor Economy Partnership (LVEP), Staffordshire County Councils Skills & Employability service and Culture and Communities Service to leverage relevant opportunities to support increased awareness and take-up of our visitor economy offer, labour market and cultural offer.

This post is designated as a Casual car user.

Reporting Relationships

Responsible to: Head of Place Marketing, We Are Staffordshire

Key Accountabilities:

- Together with the head of service, develop a delivery plan with strategic objectives for the set-up of the Staffordshire Film office, including establishing a Steering Committee and governance structure.
- Lead on the implementation of the delivery plan to launch a Staffordshire Film Office that is ready and mobilised to respond to live enquiries, enabling high-profile filming activity on location in Staffordshire.
- Work proactively to secure major filming activity and repeat business to Staffordshire through targeted marketing activities and supporting collateral, including launching and managing a Film Office website presence, presenting Staffordshire as 'open to film'.
- Manage Staffordshire Film Office as the key contact and 'front door' for enquiries, meeting the requirements of the production industry whilst protecting the interests of Staffordshire citizens.
- Manage the implementation and day to day administration of robust and effective filming permissions and location support processes, including IT, legal, property and highways, respecting these and health & safety protocols in line with SCC policy.
- Manage relationships with a broad range of internal and external stakeholders, working closely with partners to establish and manage

the film office steering committee, including key contacts across our district and borough authorities to ensure delivery of a robust, competitive and effective Film Office service.

- Work proactively with the production and film industry to maximise the opportunities to improve skills and secure employment for residents.
- Support the head of service to ensure a competitive and financially sustainable business model for the service by managing Staffordshire Film Office’s budget and generating income to meet financial targets. Negotiate and set Staffordshire Film Office fees and charges through regular benchmarking and close working with internal colleagues.
- Support the head of service in establishing SMART KPIs and manage the monitoring and reporting of all agreed qualitative and quantitative Film Office data and KPIs, ensuring robust accuracy, reporting and management of data.
- Representing Staffordshire County Council, Stoke-on-Trent City Council and district and borough partners at major filming visits and meetings, taking a detailed approach to understanding production requirements and presenting attractive solutions.
- Identify opportunities to build bids and business cases for future funding and projects with Visit England, Arts Council and Department for Culture Media and Sport (DCMS) in partnership with the Staffordshire and Stoke-on-Trent Local Visitor Economy Partnership (LVEP) and Culture and Communities service, supporting our mission to showcase Staffordshire as a creative county with a vibrant arts and cultural scene.

Other Information

The jobholder will be required to travel to different sites around the County for production visits/recces and to meetings (occasionally across the UK) in a reasonable time, including where necessary overnight stays or unsociable hours. Staffordshire County Council’s flexi time policy will apply.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering the film office service efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.






Safeguarding




Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

Person Specification

A = Assessed at Application
I = Assessed at Interview
T = Assessed through Test

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
	<p>Qualifications/Professional membership</p> <ul style="list-style-type: none"> Degree or relevant higher-level qualification in creative arts/media/events or extensive experience in film/TV/media/events production role 	<p>A/I</p>
   	<p>Knowledge and Experience</p> <ul style="list-style-type: none"> Demonstrable experience in a film/TV/researcher/production role or managing large scale events Demonstrable project management experience and successfully delivering complex projects and/or events under pressure within deadlines Demonstrable experience of managing a complex stakeholder landscape Demonstrable experience advising on reputation management, including liaising with senior management and stakeholders Experience of digital marketing and design, including social media campaigns and website design/management using Content Management Systems Understanding of current affairs and local issues Understanding of the role of marketing in promoting Staffordshire as a place to live, work and visit, and how filming activity can directly support the visitor economy, cultural offer and inward investment to the area. 	<p>A/I</p> <p>A/I/T</p> <p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I/T</p>

	<ul style="list-style-type: none"> • Knowledge and experience of evaluating the impact of projects, including data gathering, evaluation and report writing to ensure clear evidence of return on investment. • Understanding of creative and production processes and experience of working with third party suppliers/contractors 	<p>A/I</p> <p>A/I</p>
  	<p>Skills</p> <p>Effective written and oral communication skills, including networking and ability to present to senior/diverse stakeholders</p> <p>Awareness and ability to manage digital channels</p> <p>Interpersonal skills with the ability to manage external relationships with partners and stakeholders</p> <p>Effective ICT Skills, analytical with the ability interpret data and information for evaluation and continuous improvement</p> <p>Able to use a range of communication methods and styles to ensure effective, influential and persuasive communication and negotiation skills</p> <p>Able to work autonomously</p> <p>Effective organisation skills</p> <p>Time management skills with the ability to manage and prioritise own workload, conflicting demands and pressures</p>	<p>A/I/T</p> <p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I/T</p> <p>A/I</p> <p>A/I/T</p>



If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille,
another language on cassette or disc, please ask us by contacting
Talent & Resourcing Team 01785 278300