

Staffordshire Film Office Manager

Grade 11

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.

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 five years and we've made huge strides against our mission; convening roundtables with national brands and changemakers, celebrating Staffordshire at the House of Commons, recruiting almost 400 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

This role leads the Screen Staffordshire Film Office, which launched in 2025 as a three year pilot programme. The Film Office Manager will develop and maintain the film office's offer to the UK Film and TV Sector, unlocking the opportunity to generate proposals, interest and demand.

To do this, the jobholder will work closely with Creative UK's Filming in England team and the Film Office Steering Committee whilst guiding filming across the county alongside key strategic partners. They will maintain and grow the digital/marketing presences that Screen Staffordshire has established (sector databases, website, and associated collateral) and will lead on the planning and delivery of industry familiarisation trips before the end of the programme.

They will also finalise the implementation of a permitting scheme with the appointed provider and service level agreements with key public sector partners, ensuring the criteria for successful delivery of both are consistently adhered to. Wherever possible and appropriate, they will seek opportunities to represent the film office and wider county at sector events and trade shows.

Continuing to showcase the return on investment for this pilot will be key, and working with the head of service to establish clear KPI's at the end of year two in preparation for the programme's final year will help monitor performance of the film office service.

In addition to budget management, 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.

Reporting Relationships

Responsible to: Head of Place Marketing, We Are Staffordshire

Key Accountabilities:

- Lead on the successful delivery of Screen Staffordshire, following strategic objectives and KPIs and setting targets for following years.
- Enable high-profile filming activity on location in Staffordshire – working proactively and reactively to attract productions and providing a solutions-focused approach

throughout prep, shoot and strike, increasing repeat business.

- Oversee targeted marketing activities and delivery of marketing materials including managing Screen Staffordshire's digital presence (website, social media, e-marketing software).
- Manage the film office and act as the key contact for enquiries, meeting the requirements of the production industry whilst protecting the interests of Staffordshire people.
- Manage the day-to-day administration of 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, including the film office steering committee and key contacts across the 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 Staffordshire people.
- 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. Administering filming fees and charges in tandem with regular benchmarking and close working with internal colleagues.
- Manage and track KPIs and leading on the monitoring and reporting of all agreed qualitative and quantitative Film Office data, ensuring accuracy, reporting and management of data.
- Represent 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.

Person Specification

Qualifications/Professional membership

- Degree or relevant higher level qualification in creative arts/media/events or extensive experience in film / TV / media / events production role

Knowledge and Experience

- 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.
- 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

Skills

- Effective written and oral communication skills, including networking and ability to present to senior/diverse stakeholders
- Awareness and ability to manage digital channels
- Interpersonal skills with the ability to manage external relationships with partners and stakeholders
- Effective ICT Skills, analytical with the ability interpret data and information for evaluation and continuous improvement
- Able to use a range of communication methods and styles to ensure effective, influential and persuasive communication and negotiation skills
- Able to work autonomously
- Effective organisation skills
- Time management skills with the ability to manage and prioritise own workload, conflicting demands and pressures

This post is designated as a Casual user

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