

Creative United

Brief for Freelance Project Manager:

Heritage Compass business support programme

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1 Introduction

We are seeking a Freelance Project Manager to work closely with the Director of Business Support Programmes to manage the delivery of the remainder of our partnership programme, Heritage Compass. This programme, which began in early 2021, provides business support to heritage organisations in England.

Heritage Compass is led by Cause4, in partnership with Creative United and the Arts Marketing Association. It is funded by the National Lottery Heritage Fund.

The freelancer contract would be for two days a week for an 8-month period from December 2021 to July 2022. You would be welcome to work remotely from home or from our office based at Somerset House, London.

Below is information about Creative United, the Heritage Compass business support programme, a list of indicative project deliverables, the essential skills and experience of the Freelance Project Manager and a timeline covering the procurement period.

We invite you to respond to this brief with your pitch/proposal for the work, describing:

- Your relevant experience to date (this could be a CV)
- Your approach to project managing this piece of work
- A quote for your proposed fee

Please send your pitch/proposal to sarah.thirtle@creativeunited.org.uk by 5pm on Friday 19 November 2021.

2 About Creative United

Creative United is an entrepreneurial community interest company, and ACE NPO sector support organisation, that strives for economic growth and social impact in the arts, cultural and creative industries.

We provide a range of programmes and business services which enable the development and sustainability of organisations and enterprises operating within these sectors.

Communities we serve:

- ✓ Arts, creative and heritage businesses
- ✓ Artists and creative freelancers
- ✓ Charities and social enterprises in the arts, creative and heritage sectors
- ✓ Other for-profit and not-for-profit organisations operating within the wider arts, heritage and creative industries

We are focused on helping the organisations and individuals that we work with to:

- Understand their business model and the market/s in which they are operating
- Increase their sales revenues
- Reduce economic barriers to participation
- Broaden and diversify their customer base

Our vision is for artists, creative enterprises and cultural organisations to have access to the specialist skills, professional advice and services they need to achieve their ambitions for growth and impact within their communities. You can find out more about our work in our most recent [annual impact report](#).

3 About the Heritage Compass programme

Heritage Compass is a two-year business support programme led by Cause4, in partnership with Creative United and the Arts Marketing Association. It is funded by the National Lottery Heritage Fund. It aims to create a better connected, informed and resilient heritage landscape across England.

It will work with up to 300 small or medium-sized heritage organisations across England to develop essential skills in business planning, audience and stakeholder development, leadership and change management.

Through a range of training, mentoring and peer learning, each participating heritage organisation will develop a clear business plan, a developed income strategy and the tools and knowledge to sufficiently respond to their specific needs and challenges.

You can find out more about Heritage Compass here - www.cause4.co.uk/heritage-compass

3.1 Creative United's role

Creative United will be assigned up to c. 100 organisations, for which we will provide:

- 8 hours of 1:1 expert business mentoring/advice to each participating organisation
- 8 hours of 1:1 critical friend support to each participating organisation
- 24 training workshops covering cash management & forecasting and increasing earned income
- Participation in 2 symposia

We are currently supporting 56 organisations on the programme and expect to be assigned more in the coming weeks.

4 Role of Freelance Project Manager

Project Deliverables

The Freelance Project Manager will work closely with Creative United's Director of Business Support programmes on the following:

- Assisting the Director of Business Support programmes to match any new client organisations with their business advisor mentor and critical friend
- Ensuring each business advisor has all the relevant information about their assigned organisations
- Keeping regular communication with our business advisor team, who are providing the mentoring, critical friend support and workshop training on the programme
- Keeping track of all mentoring and critical friend meetings, and logging them as they occur
- Keeping track of all workshops, and logging them as they occur

- Tracking and processing all invoices from business advisors, ensuring they tally with work delivered
- Responding to enquires from client organisations and passing on enquiries to Cause4 where appropriate
- Reporting progress and raising issues (should they arise) with Cause4, the lead partner on the programme – for example when an organisation is not active or responding to their business advisor in regards to setting up or attending 1:1s
- Attending partner meetings, alongside the Director of Business Support Programmes if needed
- Providing ad hoc support to the Director of Business Support Programmes, as required

Find out more about our Business Support programmes on our website, www.creativeunited.org.uk.

5 Your skills and experience

It is essential that you are able to demonstrate:

- A good understanding of the cultural and/or heritage sectors
- Experience using online project management and communications platforms, such as Microsoft Teams, Zoom, Slack and TeamGantt
- Knowledge of organisational/business development issues and business support provision
- Excellent communication skills – verbal and written – with a range of stakeholders
- A proven ability to keep complex projects on track, within budgets and timeframes
- A pro-active approach to problem-solving and planning
- Confidence with working remotely and autonomously
- The ability to manage own time efficiently, prioritising tasks as required
- Proficiency and confidence with MS Office applications, particularly Excel and Word

6 Timeline to appoint Freelance Project Manager

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|--------------|---|
| 19/11/21 | Deadline for Freelance Project Manager proposals |
| w/c 22/11/20 | Freelance Project Manager interviews |
| 29/11/21 | Appointment of Freelance Project Manager |
| 01/12/21 | Kick off meeting |
| 29/07/22 | End of contract (with option to extend if needed) |

Please send your pitch/proposal and quote to sarah.thirtle@creativeunited.org.uk by 5pm on Friday 19 November 2021.