

JOB DESCRIPTION	
Job title	Senior Project Manager
Job description last updated	February 2026
Reporting to	Director of Strategic Development
Direct report/s	N/A
Department	Business Development
Other key relationships	<ul style="list-style-type: none"> • Senior Management Team ('SMT') • Business Advisor Network • Re:Create Programme Participants
Hours	35 hours per week (Full time)
Contract	18 months fixed term contract, with potential to become permanent
Salary	£45,000 per annum
Location	Hybrid - minimum 2 days per week (including Tuesdays) working from Creative United's offices in Central London

Purpose of role:

This new senior role within the Creative United team will shape and launch a new flagship business support programme for micro creative enterprises. You will provide vision, influence organisational priorities and drive income generation, ensuring the programme delivers measurable impact.

You will lead the new programme through a period of testing as a Minimum Viable Product (MVP), identifying ways to improve it as a result of the test period. Crucially, working closely with Creative United's Senior Management Team, you will ensure the new programme generates interest and sales from its target market and fulfils its brief to build skills and confidence in growing creative businesses

This new programme offer is being developed following the success of Creative United's publicly funded business support programme Re:Create, which has been delivered in partnership with the London boroughs of Wandsworth, Richmond-upon-Thames and the City of Westminster.

The new programme is a priority business development opportunity for Creative United. We will be bringing an exciting and transformative new business support programme – designed especially for leaders of creative enterprises with a growth mindset – to market, enabling them to invest in their development as profitable, impactful creative enterprises.

Main responsibilities

Programme leadership:

- Leading the implementation and evaluation of the MVP delivery and test period
- Overseeing the end-to-end delivery of the programme during the MVP testing period
- Developing training content in collaboration with Creative United's business advisor network
- Sourcing and engaging with business specialists to enable delivery of a range of business support
- Developing the programme KPIs and evaluation framework, tracking programme outputs and outcomes

Commercial development:

- Identifying target market creative businesses and, working with Creative United's marketing team, engaging with potential customers/programme participants
- Driving conversion from potential customers/participants into sales
- Cultivating and maintaining funder and partner relationships, and sourcing potential sources of funding to extend the reach of the programme

Stakeholder Engagement:

- Managing Creative United's business advisor network, ensuring excellence in business mentoring and training delivery
- Managing participant journeys ensuring a rewarding experience and maximum impact for their businesses
- Represent Creative United at a senior level, including contribution to programme and company-wide strategy development and speaking at industry events, panels and conferences
- Reporting to colleagues, the Creative United Board and other key stakeholders

General responsibilities

- To undertake any other tasks that might reasonably be required to support the effective management growth and development of the business as a whole.

Person Specification

Competencies Required	Essential	Desirable

Previous experience	At least 5 years' experience working in a leading or strategic project or programme management role in the arts or creative industries	Product or programme design experience which includes creating and organising training/learning content
	Demonstrable experience of delivering successful income generative programmes or projects which successfully reach their target market and convert interest into sales	Experience of running a creative business or a deep understanding of the challenges to growing a financially sustainable creative enterprise
	Good experience of setting and managing a project budget, tracking income and expenditure	Experience of fundraising for grants and/or bid writing for public sector contracts
Sector specific knowledge and understanding	Demonstrable knowledge of the sectors, businesses, economic landscape, challenges and communities within the creative industry	A good understanding and the social impact generated across the creative industries and its diverse communities
Skills	Excellent written and oral communication skills, able to deliver complex information to a range of stakeholders.	Experience of measuring and articulating and ROI and Social ROI
	Strong data analysis skills, able to take information on a spreadsheet and turn it into meaningful reporting for a range of audiences.	Experience of developing and implementing an MVP testing period
	Excellent people and relationship management skills, able to keep track of multiples sets of needs and priorities.	
	Excellent IT skills with confidence in use Microsoft Office suite, data analytic tools, project	

	management platforms, a CRM and online survey-making tools	
Other requirements	Able to commit to a minimum of 2 days per week working in Creative United's central London office	
	Willingness to travel and to undertake occasional evening and weekend hours required (for which time off in lieu will be provided)	

Key attributes

- Collaborative and committed to building and maintaining strong relationships with colleagues and external stakeholders.
- Able to influence others using analytical skills and thinking to make recommendations and win the support of colleagues.
- Strategic thinker with an ability to recognise opportunities for business growth and service development.
- Solutions focused and adaptable to change.
- Excellent communication and active listening skills.

Organisation Values

Creative United looks to all its team members to demonstrate how they uphold the organisations values in their work. Creative United's values are:

Integrity

- All members of the team carry out their responsibilities in an open, honest and transparent way and uphold this value in all their dealings with each other.

Creativity

- We think creatively as a team and to create an environment where individuals have confidence to put new ideas forward to address challenges and move the business forward.

Innovation

- We are a dynamic, evolving organisation that works both within not-for-profit and commercial sectors and our workforce reflects this in their drive to bring new products and services to market that deliver both social and financial returns.



Inclusivity

- We believe that everyone should have the ability to engage with arts and creativity. Our team is therefore approachable, accommodating and understanding of the needs and circumstances of others and treat all customers, colleagues and stakeholders with respect.

Accountability

- Everyone at Creative United has ownership over what they do and is accountable for both the successes and learning opportunities from their work. We also expect that everyone will celebrate and support the achievements of their colleagues.

Equal Opportunities

Creative United is committed to diversity and inclusion in its recruitment and employment practices and policies. Our mission is to create an inclusive and diverse team of people, whose differences are our strength.

If you would like to discuss any accessibility requirements for the recruitment process for this or any other role at Creative United please contact us on recruitment@creativeunited.org.uk and we will be happy to discuss your needs.