

SCREEN SCOTLAND
SGRÌN ALBA

JOB INFORMATION PACK

Business and Market Development Officer

Closing date for applications
Friday 1 October 2021 at 12 noon



Thank you for your interest in the role of Business & Market Development Officer

This is an exciting time to join Screen Scotland. Our ambitious programme of growth for the film and TV sectors in Scotland includes developing our skills base, growing business and market opportunities, stimulating an increase in production infrastructure and supporting Scotland's talent pool to do its best work.

We deploy National Lottery and Scottish Government funding in support of the sector. The Scottish Government's support has also allowed us to grow the team in line with the scale of our ambitions, including the creation of this role. We're still a lean team, and you'll need to embrace a collaborative working style, across a range of projects and initiatives.

We are looking for an individual who can help us build supportive relationships and deliver strategic interventions across the Scottish film and TV sector. You will work with production companies, broadcasters, enterprise partners, festivals and markets, skills organisations and other Screen Scotland partners, to develop and grow the capabilities and capacity of Scotland's screen sector businesses. You will also work with the International Distribution & Commercial Development Screen Officer, with both roles reporting to the Head of Business & Market Development.

Read on for more details of what the role entails. If you're excited to join our organisation and be part of Scotland's growing success story, then we are keen to hear from you.

Isabel Davis Executive Director



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BUSINESS AND MARKET DEVELOPMENT OFFICER

Salary: £29,285 (Grade C) plus pension and benefits

Permanent Full-time (36 hours per week)

Location: Further opportunities to discuss working arrangements, for example hybrid working/location, will be offered. Must be in a commutable distance to a Creative Scotland office, in Edinburgh or Glasgow.

Screen Scotland has an ambitious remit to develop and grow the film and TV sectors. The role will be to contribute to the development of this specialism in support of Creative Scotland's 10-year plan, Unlocking Potential, Embracing Ambition, by providing advice, guidance and support to individuals and organisations across the sector.

The Business & Market Development Officer will support the Head of Business & Market Development in the development and growth of Scotland's screen sector companies, through strategic interventions, providing access to specialist commercial expertise, and the identification and development of relevant support mechanisms and organisations.

The role will be varied, involving assessing and making recommendations on funding applications and targeted projects; maintaining an overview of businesses engaging with Screen Scotland slate development; coordinating (or leading where appropriate) relevant support activities, programmes and projects for producer and production company development; and building and maintaining supportive relationships with Scotland's screen businesses and screen sector stakeholders, to develop and engage with strategic market opportunities.

**Closing date:
Friday 1 October 2021 at 12 noon**

**Interviews:
Held via MS Teams on Friday 15 October 2021**

If selected for interview you will be expected to be available on this date.

If you are interested in applying for this vacancy, an application pack can be downloaded from our website at www.screen.scot/jobs

It is essential that all applicants have eligibility to work in the UK.
Creative Scotland / Screen Scotland is an equal opportunities employer



© Valentina Bonizzi/Edinburgh International Film Festival

SCREEN SCOTLAND

Screen Scotland is the dedicated partnership for screen in Scotland, delivering enhanced support for all aspects of Scotland's screen sector.

Screen Scotland is leading the growth of the sector through increased funding and support for film and television production, an increase in specialist staff and further investment in skills, festivals, audiences and education.

Screen Scotland sits within Creative Scotland and is a partnership with Scottish Enterprise, Highlands and Islands Enterprise, Skills Development Scotland, Scottish Funding Council, with funding from the Scottish Government and the National Lottery.

We are funding, developing and growing Scotland's screen sector by:

- Boosting production by increased funding and support to grow the number, quality and diversity of film and television productions from Scotland
- Creating specialist business development provision for screen businesses ensuring that advice and support is appropriate and easy to access
- Developing Scotland's screen talent and promoting Scotland's talent in domestic and international markets
- Improving employment opportunities in the sector through increased and co-ordinated opportunities for work-based learning, training and development
- Improving and expanding the provision of film and moving image education in every context, increasing its reach, depth and inclusivity
- Developing audiences in Scotland by increasing access to a wide range of film and television, and raising the profile of high-quality Scottish film and television among audiences in Scotland, the UK and internationally
- Developing Scotland's reputation as a destination for domestic and international productions and co-productions and developing international markets
- Growing and improving Scotland's screen infrastructure including studio facilities

Screen Scotland Business Plan

Our Business Plan was developed in collaboration with industry and outlines the key work programmes that Screen Scotland is delivering. We want to ensure Scotland is a leading force for creative excellence, and a nurturing and inclusive, forward thinking and entrepreneurial, well-resourced and culturally stimulating home for world class film and TV talent. Screen Scotland will deliver on this vision through activities which will nurture Scottish talent and enable inclusive progression, extend the range and quality of Scottish film and television and its local and global reach, and achieve production growth and economic success across the film and TV sectors. Delivery of this Business Plan is led by Creative Scotland, and jointly owned and delivered by the Screen Scotland partners: Creative Scotland, Scottish Enterprise, Highlands and Island Enterprise, Skills Development Scotland and the Scottish Funding Council.

You can read the full Screen Scotland Business Plan on our web site:

www.screen.scot/businessplan

For more information about our work go to:

www.screen.scot

JOB DESCRIPTION AND RESPONSIBILITIES

Job Title: Business and Market Development Officer

Location: Further opportunities to discuss working arrangements, for example hybrid working/location, will be offered. Must be in a commutable distance to a Creative Scotland office, in Edinburgh or Glasgow.

Directorate: Screen

Reports to: Head of Business & Market Development

Salary: £29,285 (Grade C) plus pension and benefits

Permanent Full-time (36 hours per week)

Job purpose:

Screen Scotland has an ambitious remit to develop and grow the film and TV sectors. The role will be to contribute to the development of this specialism in support of Creative Scotland's 10-year plan, Unlocking Potential, Embracing Ambition, by providing advice, guidance and support to individuals and organisations across the sector.

The Business & Market Development Officer will support the Head of Business & Market Development in the development and growth of Scotland's screen sector companies, through strategic interventions, providing access to specialist commercial expertise, and the identification and development of relevant support mechanisms and organisations.

The role will be varied, involving assessing and making recommendations on funding applications and targeted projects; maintaining an overview of businesses engaging with Screen Scotland slate development; coordinating (or leading where appropriate) relevant support activities, programmes and projects for producer and production company development; and building and maintaining supportive relationships with Scotland's screen businesses and screen sector stakeholders, to develop and engage with strategic market opportunities.

Specialist Knowledge, Expertise & Experience

Knowledge and experience of the market structures and value chains within the film and TV industry, locally and internationally, along with Screen sector and/or related creative economy areas.

Partnership management of programmes and projects with multiple delivery organisations and stakeholders.

Digital systems and information management including client databases and cloud-based platforms.

Key duties and responsibilities:

Your job description is intended as a flexible framework which outlines the key areas of activity within your job. Other activities may be required which are not outlined in the list below, but which are appropriate to the job grade.

Strategic Development Duties and Responsibilities:

- Work with the Head of Business & Market Development to champion and support Scotland's screen sector companies, across scripted and unscripted genres, deputising for them as necessary.
- Delivery of agreed strategic projects and initiatives that will progress Screen Scotland's business and market development ambitions across Scotland, the UK and internationally, including funding programmes, and commissioning and monitoring of third-party service delivery contracts.
- Input to development and delivery of support for companies in receipt of Screen Scotland slate funding, to ensure good strategic relationships with key executives and producers, and providing ongoing review of their progress.
- Work collaboratively with internal colleagues and external partner organisations and individuals to develop and deliver Screen Scotland's Business & Market Development Strategy to achieve company growth and sustainability.
- Advise partners, organisations, companies, and individuals across Scotland, the UK and internationally, providing specialist business support and market development advice and guidance.
- Work with Screen Scotland enterprise partners and external suppliers to help identify gaps in provision for screen companies' business support and market development needs.
- Review on an ongoing basis the business support landscape to ensure that the needs of screen companies are adequately addressed, including developing and/or commissioning additional provision to fill any gaps.
- Actively maintain a national and international overview of your area of responsibility, ensuring that you keep your specialist knowledge up to date in line with the current developments in the sector.
- Support Creative Scotland's and our external partners' strategic plans for Place, Partnerships & Communities, whilst maintaining an overview and building relationships across local authority areas to aid development and ensure that funding activity is informed by an understanding of local contexts.
- Adopt a proactive approach to Equalities, Diversity & Inclusion (EDI), actively encouraging a more accessible and inclusive approach towards underrepresented groups in Scotland's film & TV sector with the aim of diversifying audiences and increasing access.
- Work collaboratively with the International Distribution & Commercial Development Screen Officer on your team, to coordinate and contribute to strategic support of screen companies, key talent and delegations, to avail of and engage with film and TV markets and to pursue commercial opportunities.
- Work collaboratively with the International Distribution & Commercial Development Screen Officer to integrate their strategy for international business and talent with the Business Development strategy, to develop Screen Scotland's impact within the marketplace.



Photo: Duncan McCallum

Funding Duties and Responsibilities:

- Assess applications for funding against agreed criteria and/or provide specialist/expert support to others' assessments, including:
 - Providing pre-application guidance
 - Providing feedback on funding decisions
 - Providing specialist comments for other teams when required.
- Provide support to ensure that the appropriate evaluation, reporting, and monitoring processes are implemented, working closely with colleagues to ensure the effective monitoring of any agreed funding agreements.
- In conjunction with the Head of Business & Market Development, undertake development of slate funding in alignment with business support requirements, liaising with the Scripted and Unscripted teams as needed.
- Maintain close liaison with external partners and organisations to ensure alignment of funding to deliver a joined-up approach to investment and provision of business support.
- Coordinate the assessment of Screen Scotland's business and market development funding programmes, providing strategic and specialist guidance and feedback.
- Contribute to ongoing review and management of funding programmes and support available to the screen sector for engaging with markets and festivals.

Operational Duties and Responsibilities:

- Work with the Head of Business & Market Development to manage and co-ordinate project delivery of agreed initiatives and activities, including those involving broadcasters, training companies and enterprise agencies.
- Develop and maintain relationships with partners to ensure that screen companies' business support needs are addressed within TV Production and Broadcasting, Film Production, Animation, VFX & Post, Distribution and Exhibition.
- Co-ordinate and contribute to relevant sector working groups, client/joint team meetings and cross-organisational groups of Screen Scotland partners and stakeholders.
- Liaise with the Screen Production and Skills Officer in relation to Skills and Talent development opportunities, ensuring a coordinated and wide-ranging approach to business support.
- Gather data and draft reports for the reporting of progress against agreed performance metrics to Creative Scotland Board, Screen Committee and Scottish Government.
- Contribute to development and maintenance of robust database of key contacts and stakeholders.
- Work with Creative Scotland Communications Team to develop and deliver relevant industry events.
- Attend national and international events representing Screen Scotland, deputising for the Head of Business & Market Development where necessary.



Matthew Macfadyen and Sarah Snook in *Succession*, courtesy HBO / Graeme Hunter

PERSON SPECIFICATION

Experience/knowledge:

- In-depth knowledge and experience of screen and/or creative and cultural areas (e.g. arts, education, disability, cultural diversity and equalities, audience development/marketing, creative industries, etc.) in the UK and in Scotland in particular.
- Some knowledge of the wider business, public (and voluntary) sector in support of the screen/creative sector/arts in Scotland, including Creative Scotland's role as a national arts agency and its relation to central government, local government and public agencies.
- Knowledge and experience of screen sector companies and the different working practices and business models across film and TV.
- Experience of diverse relationship management and networking over a broad portfolio of multiple partnerships, including film and TV businesses, broadcasters and business development executives.
- Broad knowledge of one or more other screen/art forms/creative policy areas/ relevant functional area of expertise.
- Experience of working in a relevant sector in a professional capacity in an administrative or managerial role.
- Track record of successful project planning and delivery, ideally with experience of managing several projects concurrently.
- Experience of effective budgeting and budgetary control.
- Experience of carrying out detailed assessment of proposals.
- Track record of working positively and collaboratively with customers, stakeholders and partners, and the ability to broker new relationships.
- An understanding of Equalities, Diversity and Inclusion with experience of implementing EDI within your specialism.

Qualifications:

- Either a relevant undergraduate degree or equivalent professional experience in terms of the intellectual, reasoning and analytical requirements of the job.

Skills/attributes:

- Highly developed interpersonal skills including, communication, influencing and negotiating
- Excellent administration / project and resource management skills
- Plain English (business) report writing skills
- Highly organised, with ability to self-plan and prioritise workloads
- Excellent IT skills, particularly Microsoft Office
- Excellent decision-making skills
- Adaptive resilience
- Creative approach to problem solving.

CREATIVE SCOTLAND AND SCREEN SCOTLAND

Screen Scotland sits within Creative Scotland and is a partnership with Scottish Enterprise, Highlands and Islands Enterprise, Skills Development Scotland, Scottish Funding Council, with funding from the Scottish Government and the National Lottery.

This Framework is aligned to our formal remit and legislative duties, setting out our broader aims as well as our priorities for supporting future recovery and renewal of the arts, screen and creative industries across Scotland. It is set out in our Annual Plan for 2021-22 available at: [Annual Plan 2021-22 | Creative Scotland](#)

What we want to see:

- People and organisations working in art and creativity are supported to make work of quality and ambition that enriches life in Scotland for everyone.
- More people from all parts of society access, participate in and value a range of artistic and creative activities.
- Art and creativity are recognised by people at home and abroad as a central part of our nation.

We will do this by:

- Ensuring that the funding we distribute from Scottish Government and the National Lottery delivers the widest possible public benefit across Scotland.
- Advocating for the arts and creativity, promoting policy and practice that enhance their growth.
- Using our skills, knowledge, and expertise to enable creative development.

We will prioritise:

- Equalities, Diversity & Inclusion: Supporting a diverse range of creative people, communities, and activity, promoting an equality of opportunity to create, participate and engage.
- Sustainable Development: Helping tackle the climate emergency, and supporting the growth of sustainable creative businesses across Scotland.
- Fair Work: Promoting fair pay, conditions, and employment opportunities across the creative sector.
- International: Developing innovative and sustainable ways of strengthening international collaboration and promoting artistic and cultural exchange.

We will commit to:

- Increasing the diversity of who receives and benefits from our support.
- Ensuring all our support contributes to fair pay, conditions, and employment opportunities.
- Significantly reducing the environmental impact of our work and those we support.
- Responding to local contexts, promoting artistic development and business sustainability across all parts of Scotland.
- Building on our existing support for international collaboration and artistic exchange.

HOW TO APPLY

If you are interested in applying for this vacancy, an application form can be downloaded from the Screen Scotland website: www.screen.scot/jobs

You should complete and return your application form to us before the deadline. Please note we cannot receive any applications after this time. All completed application forms must be sent to: recruitment@creativescotland.com

In your application we will ask you to outline a series of competencies and behaviours which allow you to tell us about your previous experience and demonstrate your suitability for the role. For more information on our Competencies and Behaviours, see the next section.

COMPETENCIES AND BEHAVIOURS

What are Competencies and Behaviours?

Competencies and Behaviours are the underlying characteristics that lead to superior performance in an individual's job. They include qualities, skills, attributes and traits that help people to be successful. Our Competencies and Behaviours go beyond the traditional focus on academic qualifications, technical skills and experience, providing a framework for assessing and developing deeper-seated personal skills. Our Competencies and Behaviours are also capable of being developed in people rather than being fixed and immovable.

Our Competencies and Behaviours themes

Our Competencies and Behaviours provide clear focus to support the recruitment, development and continuous improvement of employees across Creative Scotland in a clear and consistent way. Each competency has a general description, followed by a list of attitudes/behaviours that indicate competence in the relevant area. They are clustered across three themes – People and Relationships; Delivery and Performance; and Development and Improvement.

Why do we need Competencies and Behaviours?

Our Competencies and Behaviours serve several purposes, which together enable Creative Scotland to improve and develop its staff and services. They:

- inform prospective employees what is expected of them
- inform employees of the sort of attitudes and behaviours Creative Scotland encourages when carrying out their duties
- shape and define a culture based around strong principles such as creativity, collaboration, accountability, continuous improvement and equality
- support staff at all levels in their development in order to maximise their potential.

Our Competency and Behaviour themes

Theme 1 People and Relationships <ul style="list-style-type: none">• Collaborative Working• Leadership• Communication	Theme 2 Delivery and Performance <ul style="list-style-type: none">• Understanding the Vision• Accountability• Decision Making• Performance	Theme 3 Development and Improvement <ul style="list-style-type: none">• Building Knowledge and Expertise• Continuous Improvement• Adaptable and Flexible• Strategic Thinking (Senior Leadership Team only)
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OUR COMPETENCIES AND BEHAVIOURS

Theme 1: People and Relationships

These Competencies and Behaviours are about how we build and manage relationships with people, internal and external, to Creative Scotland.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
<p>1. Collaborative Working</p>	<p>provide and seek support from colleagues and engage with all partners to better understand their requirements. It involves being connected and ensuring people view Creative Scotland as experts; it's also about building rapport; using our positive influence; working effectively together; and recognising the roles we all play.</p>	<ul style="list-style-type: none"> • build and maintain mutually beneficial and deep-rooted internal and external relationships • work well with colleagues, support others and take a partnership approach • build and maintain mutually beneficial relationships • actively build rapport with new people and work to build and develop on going relationships • maintain positive relationships and partnerships • use their positive influence to grow partnerships externally and internally • be responsible for identifying and working with the wider sector, brokering connections. 	<ul style="list-style-type: none"> • build and maintain mutually beneficial and deep-rooted internal and external relationships • encourage their team to build strong relationships with others internal and external to the organisation • be responsible for identifying and working with the wider sector, brokering connections • work across teams to deliver projects and solve issues.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
<p>2. Leadership</p>	<p>provide expertise and direction to others so that outcomes are a shared effort, a shared vision and a shared success. This is about supporting colleagues and partners and sharing knowledge in order that they make the right decisions and maximise their opportunities.</p>	<ul style="list-style-type: none"> • share expertise, knowledge and experience with colleagues and partners • consider other’s needs and make time for people • build trust and mutual respect • motivate and inspire others • think long term and strategically. 	<ul style="list-style-type: none"> • motivate and inspire others • lead their team by giving clear direction and guidance • support their team to deliver on their objectives, to plan • ensure the team has the information and knowledge they need • be able to positively influence others to their way of thinking.
<p>3. Communications</p>	<p>engage people in our aims and ambitions by listening to others and thinking about style, content and method of communication so that our meaning is understood. It’s about, not only the written and verbal communications, but also about being engaging and using effective non-verbal communications.</p>	<ul style="list-style-type: none"> • use the most appropriate communication method for the situation • use clear language and avoid jargon • be confident in their communication • listen to others • present information in a way that engages people • share information openly and at the right time. 	<ul style="list-style-type: none"> • regularly communicate with their team • evaluate the effectiveness of their communications • encourage open communication between teams and partners • be considerate when communicating difficult messages • use effective communication to build external relationships.

Theme 2: Delivery and Performance

These Competencies and Behaviours are about performance and how, in order to deliver, everyone should understand the organisation's Vision and Priorities; where and how their role fits and what contribution is required from them.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
4. Understanding the Vision	have a full understanding of how our contributions support the organisation which helps us all feel part of the organisation. For some in the organisation this area is also about having a breadth of perspective and understanding the impact the organisation has on the wider cultural system and economy, and vice versa.	<ul style="list-style-type: none"> • be clear on the organisation's Vision and Priorities • know where and how their contribution fits • shows interest in information wider than their own specialism. 	<ul style="list-style-type: none"> • keep connected with the sector and policy changes • scan the horizon for critical changes and technologies • understand the wider cultural system and economy.
5. Accountability	take appropriate ownership of projects, tasks and activities. It involves taking responsibility for decisions and keeping promises and commitments to others.	<ul style="list-style-type: none"> • take ownership and ensure the end result is delivered • understand the wider impact of their action or inaction • take decisions on time and based on all available information. 	<ul style="list-style-type: none"> • build a culture of ownership by ensuring the team takes responsibility for its actions and decisions • hold others accountable and challenge when appropriate.
6. Decision Making	are objective and use evidence and our expertise to make decisions and give advice. It means we need to understand our areas of expertise and consider and evaluate information before making measured and reasoned choices; for some, it will mean consideration of strategic plans and impact is important. We all use our creative thinking to solve problems and develop solutions.	<ul style="list-style-type: none"> • gather information before making decisions • use their judgement, creative thinking and objectivity • take into account the implications and risk of any decision • involve others when appropriate • be influential in their decision making due to their research and expertise • be able to make and communicate tough decisions. 	<ul style="list-style-type: none"> • justify decisions based on organisational priorities • share information and support their team in decision making • empower others to make decisions • be able to make and communicate tough decisions.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
7. Performance	focus on delivering the agreed outcomes and goals for our roles; being creative with ourselves and our partners. It's about thinking ahead on what needs done and planning appropriately to ensure timescales are met without compromising delivery, creativity and service.	<ul style="list-style-type: none"> • Think ahead and take appropriate action • plan to deliver excellence at all times • think creatively • deliver quality, on time and, if appropriate, to budget • plan their workload and manage their time • follow due process and corporate governance. 	<ul style="list-style-type: none"> • review and drive the team's performance • plan and give the correct attention to strategy and operational matters • regularly review performance with their team • ensure the team understands and works to processes • understand and work within governance standards.

Theme 3: Development and Improvement

These Competencies and Behaviours are about building an environment of continuous improvement and learning so that the services we deliver are continually improving through our people and our processes.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
8. Building Knowledge and Expertise	have a workforce of continually developing experts. This is about being open to learning and continuing to build and practice our expertise, not only in our specialist areas and the organisation but also in the wider sector; it's about growing our positive influence.	<ul style="list-style-type: none"> • have a desire to learn • be open to the ideas and suggestions of others • strive to be an expert in their specialism/work area • take responsibility for their own knowledge and development • be connected to the wider sector • share information with others • support others to learn. 	<ul style="list-style-type: none"> • encourage the team to build expertise and knowledge • encourage learning, and the practise of new skills within the team • promote learning across teams and sectors • share knowledge, learning and expertise across all partners.

Competency and Behaviour	For Creative Scotland, this means we...	Effective people are likely to:	... and effective leaders are also likely to:
<p>9. Continuous Improvement</p>	<p>are responsive and adaptive and think ahead for future changes and developments. In an ever-changing landscape it is important to stay connected and be proactive in finding solutions and creating new ideas.</p>	<ul style="list-style-type: none"> • develop, on an ongoing basis, their service or activities • be innovative and creative in their approach • find solutions to fix problems • make suggestions for improvement. 	<ul style="list-style-type: none"> • seek feedback in order to support future improvements and decision making • encourage innovation and improvement • work with the team to build a culture of continuous improvement.
<p>10. Adaptable and Flexible</p>	<p>are aware that change is part of our lives and, through being adaptable and flexible, we are responsive and open to these changes and improvements.</p>	<ul style="list-style-type: none"> • be open to change, both in their team and the organisation • be constructive in asking questions and raising concerns • consider how the change will impact on workload and plans • help colleagues and partners understand the change. 	<ul style="list-style-type: none"> • help the team recognise and deal with change, through clear communication • consider plans and strategies for change if appropriate • approach change with a positive mind-set • provide leadership throughout any significant change.
<p>11. Strategic Thinking (Senior Leadership Team only)</p>	<p>look wider than the organisation and constantly review the political and sector landscapes. It's about using this long-term and high-level information to plan for the organisation so that opportunities are taken, changes made and influence maximised.</p>	<ul style="list-style-type: none"> • understand the external landscape • set the strategy or high-level plans • translate this strategy into divisional objectives or goals • support their managers in translating these objectives or goals into local team plans, and the communication of these • monitor these plans (supporting their managers), feed back and take action when required • role model the values and behaviours day-to-day. 	



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