

WATERSHED

Opportunity for freelance Business Development Adviser to Watershed

Deadline for expressions of interest 28 February 2019

Please send your CV and response to this brief to jo.kimber@watershed.co.uk

Interviews week of 11 March 2019

Work to begin as soon as possible after 1 April 2019, ongoing contract to end March 2021

Fee: Up to £100k total (including VAT if applicable)

Background

The Business Development Producer will support the commercial development of creative technology companies and projects supported by Watershed through Pervasive Media Studio residency and/or through key partnership projects in the region. It will be funded by and have a focus on the work of the South West Creative Technology Network (<https://swctn.org.uk/about/>) which works with Universities and businesses across the South West to innovate through creative technologies.

We have been supporting the creative development of individuals and companies through the Pervasive Media Studio for ten years. While we don't distinguish between commercial and cultural practice, we have learned that establishing a sustainable/growing business is complex and difficult. This is especially true for many in our community whose ideas fall between and across established routes to investment, market strategies and business models because they are making something new.

Bristol and the surrounding region is characterised by powerful connectivity across the creative industries with a substantial freelance workforce attracted by and contributing to very high quality of life indicators. The NESTA report *The Geographies of Creativity* identified 15,900 jobs in the Creative Industries in the region and Bazalgette reported a 50% advantage in productivity over other creative clusters contributing £780m GVA through businesses with an average size of 3.6. There is a thriving culture of invention where risk and imagination drive the meeting of art and technology to produce a unique ecosystem for innovation.

However this success is unevenly spread in terms of geography, art form and across a range of social indicators. As Watershed grows we are looking to develop our offer to ensure that we can give brilliant people and companies the best chance of success, and raise the profile of the South West to boost meaningful inward investment. Projects such as REACT, Network for Creative Enterprise and the South West Creative Technology Network have already and will continue to invest in creative technology research and development across the region; this post will work with our expanding team to connect that activity to demanding business national and international markets, sources of income and investment networks.

The work

- Be part of a team advocating for the creative sector in Bristol and the South West as an attractive proposition for investment
- Support the Watershed Producing team in sourcing, recruiting and making the initial investments decisions
- Broker relationships with and nurture a strong network of regional, national and international mentors and investors
- Design and produce a tailored support programme for businesses identified as having commercial potential
- Work with individual businesses to develop a clear pathway to financially exploit their idea in an appropriate way
- Deliver face-to-face work sessions, small group workshops and online mentoring as appropriate.
- Work with the Watershed Producing team to share good practice in identifying and encouraging commercial potential in ideas and businesses
- Work with the UWE Creative Economy unit to identify, develop and track the economic impacts of the creative community in the South West
- Contracting and Management of consultants and associates
- Representation of Watershed at events/receptions/conferences

- The position will involve travel to visit partners

What we are looking for

Experience

- Extensive experience in fast-paced environments within technology, startups, entrepreneurship and/or venture capital
- Critical understanding of business support to micro enterprises and SMEs in the creative industries
- Understanding of development processes for supporting businesses from an early ideas stage to commercial success
- Existing network of relevant contacts and relationships
- Building and supporting an engaged community of practice
- Raising sponsorship and funding
- Creating and sharing compelling stories

Capabilities

- Empathy - understanding when to act
- Collaborative - able to work as part of a team
- Highly organised and self-motivated
- Resilient – able to be flexible in response to change and challenge
- Good communication skills

Watershed Values

The Watershed brand is unique, trusted and respected and is driven by the following shared values which are clearly articulated. Ability to master and represent Watershed’s Vision and Values is therefore important.

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| Inclusive | Watershed is people led. We listen to and engage with the broadest range of people. |
| Open and honest | Watershed provides a culture and environment that is trusting, trusted and trustworthy. |
| Make things happen | Watershed approaches opportunity and challenge creatively, collaboratively and with a can do attitude. |
| Entrepreneurial | Watershed is inventive, try new ideas, experiment, learn and share. |
| Celebratory | Watershed celebrates culture, creativity and wonder. |



Watershed is a Social Enterprise Mark holder. Social Enterprises are businesses whose products and services create both social and environmental benefits.

South West Creative Technology Network is supported by:

