

Creative Industries Development Manager

| Service | Reporting to | Location | Grade |
|---------|-------------------------------------------------------|----------|-------|
| Place | Strategic Lead, Culture and Creative Industries | Salford | 4A |

About the role

Purpose

To lead and manage Salford's Film & TV Office function as the primary focus of the role, overseeing all filming activity across the city, facilitating location services for productions, and working closely with SCC colleagues across other teams and departments to ensure an efficient process and consistent user experience. The role will champion and enhance Salford's reputation as a film-friendly, production-ready destination.

Alongside this core responsibility, the role will support the broader growth and development of the creative industries—including film, television, digital media and createch—by attracting sector investment, strengthening the resilience and growth of local creative businesses, nurturing talent pathways, and enabling strategic initiatives that drive long-term industry development.

Key Responsibilities:

Film & TV

Location Services

- Lead, manage, and streamline the end-to-end process for filming permissions, location management, and production facilitation on behalf of the local authority.
- Develop and maintain a high-quality database of filming locations, ensuring accuracy, accessibility, and compliance with local regulations.
- Provide guidance to production companies on logistics, local requirements, traffic management, and community engagement in consultation with SCC colleagues.

Production Liaison & Industry Interface

- Act as the primary point of contact for all film, TV, commercial, and photographic productions working in Salford.
- Build strong working relationships with production companies, studios, location managers, broadcasters, platforms, and industry bodies to encourage repeat bookings and positive experience of filming in Salford.

- Coordinate with internal council teams (highways, comms, parks, neighbourhoods, etc.) to ensure smooth delivery of filming activities.

Promotion & Growth of Salford as a Filming Destination

- Work collaboratively with partners across Greater Manchester to support the ongoing development of the GM Screen Office and its associated production funding initiatives.
- Develop marketing activity to promote Salford's offer as a film-friendly location regionally, nationally, and internationally.
- Represent Salford's Film/TV Office at industry markets, festivals and trade events, engaging with partners across local authorities, the combined authority and wider as appropriate.
- Identify opportunities to attract new productions, strengthen Salford's screen sector presence, and grow inward investment.

Economic Impact, Monitoring & Reporting

- Track, analyse, and report on the economic, cultural, and community impact of filming and screen-sector activity.
- Produce regular intelligence and insights to inform council strategy, policy decisions, and investment asks.

Creative Industries

Strategic Development & Sector Growth

- Work with the Strategic Lead, Culture and Creative Industries to shape and implement strategies to grow the creative industries in Salford, including film, TV, digital media, and createch – working in collaboration with partners across Greater Manchester and beyond
- Identify opportunities for investment, innovation, enterprise growth, and sector clustering, engaging with GM, regional and national partners to maximise shared benefit and alignment. Support the development and delivery of Salford's ambition to secure UNESCO Creative City of Media Arts designation.
- Build strong networks and partnerships with creative businesses, cultural organisations, broadcasters, regional bodies, streaming platforms, and education providers.
- Facilitate sector clusters and networks that support collaboration, innovation, and business development.

Talent & Skills Development

- Collaborate with training providers, FE/HE institutions, and industry partners to develop clear skills pipelines into screen and creative careers.

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- Support initiatives that improve diversity, inclusion, and accessibility within creative industries.

Research, Innovation & Sector Insight

- Monitor trends and emerging technologies at the forefront of creative innovation.
- Provide sector intelligence to inform policy development, strategic planning, and investment decisions.

Key outcomes

Team

- Successfully deliver creative projects that support film, media, and digital arts.
- Secure funding and partnerships to enhance creative opportunities.
- Strengthen Salford's creative ecosystem through collaboration with industry leaders.
- Promote diversity and inclusivity within the creative industries.
- Develop innovative programs that support emerging talent.

Department

- Ensure the creative sector contributes to Salford's economic and cultural development.
- Drive strategic initiatives that grow film and media opportunities.
- Build strong relationships with key stakeholders, including MediaCityUK and the University of Salford.
- Foster talent development programs to boost career progression for creatives.
- Align projects with the council's wider objectives for community engagement and regeneration.

Directorate

- Support the wider ambitions of Salford's cultural and economic strategies.
- Increase investment in creative industries, making Salford a leader in film and digital media.
- Enhance collaboration across different council departments, driving holistic sector development.
- Strengthen public and private sector partnerships for long-term creative sustainability.
- Ensure accessibility and inclusivity are embedded in creative initiatives.

Organisation

- Position Salford City Council as a champion of the creative industries.
- Leverage Salford's reputation as a national creative hub within Greater Manchester.
- Support cultural regeneration through film, media, and digital innovation.
- Influence regional and national policies that promote creative growth.
- Enhance economic resilience through investment in creative sector jobs and businesses.

City

- Boost Salford's creative economy, attracting new businesses and talent.

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- Strengthen Salford's cultural identity through high-profile creative projects.
- Increase local engagement and access to film, media, and arts programs.
- Make Salford a key destination for film production and industry innovation.
- Foster a vibrant, inclusive, and globally recognized creative sector.

What we need from you

- To model and demonstrate our values and behaviours.
- Strong organizational and time management abilities.
- Excellent communication and interpersonal skills.
- Proficiency in Microsoft Office Suite, social media platforms, and other office software.
- Ability to multitask and prioritize effectively.
- Exceptional attention to detail and problem-solving skills

Experience

- Proven experience in culture/creative industries development, ideally within a public sector or cultural organisation.
- Strong understanding of the UK creative economy, including film, TV, and digital media.
- Excellent stakeholder engagement and partnership-building skills.
- Project management experience, including budget oversight.
- Knowledge of location services and filming regulations preferred but not essential.

What we can offer you

Your ongoing professional development and success in your role is important to us, and that is why we provide a variety of learning and development opportunities. Within the sections below you will find development options tailored to you which will enable you to further develop your existing skills and learn new ones at a pace that suits you best. If you are joining us now, your development will form part of ongoing discussions with your manager. If you are an existing employee, you should use your Personal Development Reviews to discuss your development with your manager and create your development journey. It's important you also take full advantage of any informal learning available to you during the course of your work.

Online learning

Develop your knowledge across a wide range of areas through our Me-Learning platform, with over 200 free courses to choose from. To have the best possible start and comply with current legislation, you must complete the following modules: Welcome to Salford, Health and Safety in the Office, GDPR, Equality Essentials, and Safeguarding Children and Adults. You may also benefit from a variety of courses in categories such as Business Skills, IT and Project Management which are available to learn at your own convenience and pace.

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Professional Development

Gain role specific skills and time to learn through a wide range of development opportunities. Learn whilst working and get support towards your qualification through an apprenticeship standard. Access professional development ranging from entry level to master's type qualifications, including achieving a role appropriate qualification. Details can be found on [the Institute of apprenticeships](#) website.

A digital organisation

Developing your digital skills

Our ambition is to provide our workforce with the right level of digital capabilities needed to be successful. Whatever your current digital abilities are, we can provide development ranging from essential workplace skills to specialist workplace skills. These will be delivered through our Digital Skills Academy using both self-directed and guided learning opportunities to enable you to develop. Additionally, you can access free online courses through the [iDea website](#).

Sharing your digital skills

Our goal is to support you to share your digital knowledge with other people. Our Digital Eagles programme has been designed to cover basic digital skills and build your confidence to assist others. By the end of this programme you will join hundreds of staff members who already are digital eagles, and be able to help colleagues, customers, residents, or people in your personal life with all things digital.

Our organisation's values

We have four values: Pride, Passion, People, Personal responsibility.

[Our four values](#) are central to the way we communicate about the council and the way in which we behave with colleagues, customers, and partners - so that we live and breathe our values each day.

Our values



Pride

Passion

People

Personal responsibility

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Application guidance

We are a values-based organisation so reflecting our values or a values-based approach in your evidence will support your application.

The different sections of this role profile are there to give you an understanding of the purpose of the role. The 'what we need from you' section outlines the minimum criteria you will need to meet within your application.

Role details

Completed by:

Date:

Job code:

Job score:

Date of evaluation: