

**Manchester City Council  
Role Profile**

**Director of Culture & Creative Industries Grade SS4  
Neighbourhoods Directorate  
Reports to: Strategic Director of Neighbourhoods**

**Band SS4 (Deputy Director)**

**Role portfolio**

**Overall purpose of the role**

The Director of Culture and Creative Industries provides strategic leadership for Manchester's cultural and creative life, ensuring that culture and creativity remain central to the city's inclusive growth, neighbourhood renewal, and international reputation.

As Senior Responsible Officer (SRO) for Always Everywhere: Manchester's Cultural Ambition 2024–2034, the city's ten-year cultural strategy, the Director will provide strategic leadership ensuring its implementation across the Council and through the Cultural Strategy Partnership Board, ensuring that the strategy's ambitions are embedded across public, private, voluntary and community sectors.

The role also provides strategic leadership for the city's Creative Industries Strategy, fostering sector growth, skills and innovation, and ensuring that creative industries are fully integrated into Manchester's wider economic and social development plans.

Sitting within the Neighbourhoods Directorate, the post-holder works closely with the Chief Executive, Strategic Directors, and senior political leadership to champion culture's contribution to Manchester's future.

**Key responsibilities**

*Provide Strategic Leadership and Vision*

- *Lead Always Everywhere as SRO, driving progress across Participation & Access, Talent & Skills, Place & Infrastructure, and Leadership & Investment.*
- *Embed cultural objectives across Council policy areas.*
- *Align cultural and creative economy priorities with wider MCC strategies.*
- *Advise senior officers and Members on cultural policy, investment and partnerships.*

**Partnership and Governance**

- *Chair the Cultural Strategy Partnership Board and ensure effective governance.*
- *Build strategic relationships with national bodies, funders, institutions and industry.*
- *Engage political leadership to champion Manchester's cultural agenda.*

- *Represent Manchester across regional, national and international cultural networks.*

### **Creative Industries and Economy**

- *Lead the Manchester Creative Industries Strategy.*
- *Promote investment in creative clusters, workspaces and digital infrastructure.*
- *Strengthen talent pipelines, skills pathways and creative entrepreneurship.*
- *Position Manchester as a hub for music, film, design, media and digital production.*

### **Culture, Regeneration and Neighbourhoods**

- *Embed culture in regeneration and place-making to strengthen communities.*
- *Integrate cultural outcomes across Council services and local programmes.*
- *Ensure equitable access to community-led cultural activity across all wards.*

### **Major Projects and Investment**

- *Act as SRO for major cultural capital and regeneration projects.*
- *Lead cross-sector work on heritage and creative workspace investment.*
- *Oversee business cases, bids and investment strategies for external funding.*

### **Music, Events and International Profile**

- *Lead the cultural and music elements of the Major Events Strategy.*
- *Champion UNESCO City of Literature and Manchester Music City initiatives.*
- *Boost Manchester's cultural profile and attract investment, audiences and talent.*

### **Leadership, Influence and Performance**

- *Provide visible, values-driven leadership across the Council and sector.*
- *Oversee governance, performance monitoring and reporting.*
- *Represent Manchester with authority and integrity.*
- *Uphold commitments to equality, diversity, inclusion and environmental responsibility.*

### **Role context**

*This service provides the strategic leadership, coordination and delivery capacity for Manchester City Council's cultural and creative industries ambitions, ensuring culture is embedded in the city's inclusive growth, neighbourhoods, and international profile. It leads the implementation of Always Everywhere: Manchester's Cultural Ambition 2024–2034 and the Creative Industries Strategy, overseeing policy, partnerships, cultural programmes, investment and major projects across the city. Operating through four core functional areas—Policy & Partnerships, People & Communities, Projects & Programmes, and Commercial & Events—the service delivers cultural strategy, creative industries development, public art, neighbourhood cultural engagement, cultural education, grants and contracts, governance, project development and bidding, as well as commercial models, events commissioning and new funding approaches. The Director provides overall strategic leadership for this portfolio, chairs the Cultural Strategy Partnership Board, and works across the Council, city partners and national bodies to secure investment, strengthen*

*governance and champion Manchester's cultural identity locally and globally. In leading the Culture Team, the Director ensures coordinated delivery, strong performance management and effective partnership working, enabling culture to drive social value, economic growth and community wellbeing.*

## **Key Role Descriptors:**

This role is a senior strategic management post within Manchester City Council providing strategic leadership to a service or group of services. The role holder will drive the delivery of organisational priorities through dynamic and effective leadership.

Deliver sustained improvements to the quality and efficiency of services to provide the best outcomes possible for Manchester's residents and partners to ensure that the city plays a full part in national, regional and sub regional activities.

Shows passion for Manchester throughout their work and in their behaviour, championing Manchester in everything they do.

The role holder will drive coordinated working and strategic thinking with partner organisations and on a national level to ensure that Manchester delivers our key political, organisational and strategic priorities.

Provide direct support to the Strategic Management Team, elected Members, Committees, and other stakeholders on matters relating to their service area. Act as deputy to the relevant Strategic Director.

Accountable officer for the relevant statutory area ensuring regulations are upheld to safeguard the organisation and the population of Manchester.

Foster commitment, talent and fresh thinking, challenging yourself and others and take responsibility for their own development and promoting continuous learning to enhance the professional development of employees.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

## Behaviours, skills, and technical requirements

### Our Manchester Behaviours

- We work together and trust each other
- We're proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and aren't afraid to try new things.
- We show that we value our differences and treat people fairly

### Generic Skills

- **Partnership and collaborative working:** Strong, visible and positive leadership with a proven ability to build and maintain strong networks of support both internally and externally and to forge effective partnerships with external agencies, voluntary and statutory, and key stakeholders for the continuous improvement of services. The ability to harness the full commitment and responsibility of all key stakeholders in delivering the vision of excellence for the city is critical to success.
- **Communication and Influence:** Excellent communication, both oral and written. A skilled communicator in terms of the political/officer interface. Shows integrity, creates rapport, trust and confidence. The role demands ability to sell ideas and concepts, articulate shared visions across a range of stakeholders and to negotiate effectively to achieve successful outcomes.
- **Strategic Thinking:** Demonstrates a high level of political awareness and links strategies for continuous improvement with the drive to achieve national, corporate and departmental standards and goals. A dynamic and forward thinking individual in terms of leadership.
- **Strategic Planning:** Strong evidence of successfully leading and managing the implementation and delivery of strategies and programmes which cross agency and service boundaries. Clear evidence of effective, outcome focused strategic planning.
- **Financial Management:** Strategic awareness of the financial structure of the Council and the implications of decisions on the delivery of value for money for tax payers.
- **People Management:** Ability to exert positive influence over the performance of others, promoting others' self-esteem, inspiring trust and fostering confidence in others' ability to achieve high standards, thereby enhancing a performance orientated culture which supports the delivery of high-quality services to the community.
- **Equality:** Gains commitment to principles of equality, diversity and inclusion and sets clear objectives with understanding of why they are important to the organisation.

### Technical requirements (Role Specific)

- Proven record of senior strategic cultural leadership within a complex public, cultural or creative sector environment with substantial experience within the cultural and creative industries sector.

- Strong understanding of UK cultural policy, creative industries ecosystems, and the role of local authorities in enabling culture and creativity.