



**European Union**  
European Regional  
Development Fund

# Phoenix

Leicester's Creative Digital Incubator  
Project Staff Roles and Structure

September 2021

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## Overview

An experienced Project Manager is required to lead a new creative industries support programme as part of Phoenix's ambitious project to expand its venue in Leicester's Cultural Quarter.

The project will create a new Creative Digital Incubator and other business support facilities at Phoenix Square. This work is underway and the Project Manager will develop and run the business support programme for new start and early stage creative businesses such as filmmakers, artists, and other creative digital content producers.

The project is funded by European Regional Development Fund (ERDF), Phoenix and other funders of the capital project to expand Phoenix Square:

[www.phoenix.org.uk/phoenix2020](http://www.phoenix.org.uk/phoenix2020)

The building phase is underway and will be completed by January 2023. The business support facilities will be available by **31<sup>st</sup> January 2022**. The capital project is managed by an established team and Project Board.

The Project Manager will be responsible for developing and delivering the business support programme and managing the ERDF-funded revenue grant working in close collaboration with existing Phoenix managers.

The role will be a fixed term contract until **30<sup>th</sup> June 2023** and we are looking for a **start date in October**.

The role will be of interest to freelancers or companies who have the required availability and capabilities. We are also open to offering the role as a contract of employment.

The role is customer facing and requires week-day availability and presence although the hours required will vary during the contract. We envisage the role will require 0.8 FTE time commitment.

The budget for the Project Manager contract is circa **£60k to 30<sup>th</sup> June 2023**. The contract for services or employment contract will be offered on the basis of a competitive assessment of applications against the role criteria and value for money.

### **Leicester's Creative Digital Incubator - ERDF-funded project description**

The general project aims are to:

- Deliver a high quality, dedicated Incubator Accelerator and Co-working facility and programme for creative digital businesses operating in Leicester and Leicestershire
- Increase the number of creative digital new-start businesses operating in Leicester and Leicestershire
- Increase the resilience of new-start creative digital businesses operating in Leicester and Leicestershire
- Support creative digital businesses to scale up
- Support creative digital businesses to move through the Business Change Cycle
- Improve the coordination of the business support ecosystem for creative digital businesses
- Grow the creative industries sector as a whole and contribute to the economic growth of the LLEP area.

In the short term, the project will result in more creative businesses operating in Leicester and those businesses will be more resilient with the right knowledge, skills and support and a clear pathway to growth, commercialisation and distribution of their products. This in turn will result in increased productivity within the businesses supported. It will improve the coordination of the business support ecosystem for creative digital businesses and individuals who do not necessarily see business support as something relevant to them and link this to the Business Gateway to provide referral routes to and from Phoenix.

In the medium to long terms, this will lead to growth of the creative digital industries sector as a whole and contribute to the economic growth and productivity of the LLEP area. In addition, the project will help to achieve increased entrepreneurship in areas of Leicester with low levels of enterprise activity and amongst under-represented groups. The project will address the shortfall in specialist business support infrastructure for creative digital businesses in Leicester and Leicestershire.

The SMART Objectives of the project are:

- To establish a new Creative Digital Incubator by January 2022 (already in progress).
- Recruitment of beneficiaries through inviting expressions of interest in 4- 5 different application rounds up to 31st March 2022

## Project Manager - Leicester's Creative Digital Incubator - information for applicants

- Begin delivery of the business support programme by January 2022
- To support 20 potential entrepreneurs by September 2022
- To support 50 potential entrepreneurs by May 2023
- To launch 80 new products to the market by May 2023

The project has been delayed due to COVID-19. The assessment of our stage 2 application submitted in March 2020, was delayed during 2020. The final award was confirmed recently. Therefore, the preparation time to mobilise for the project has been shortened.

### **The role of the Project Manager**

A schematic of the proposed business support programme is attached, which draws partly on existing support activities provided by Phoenix and our established network of freelancers. The Project Manager will initially be responsible for developing the support programme further and setting up the processes to manage the ERDF grant including:

- Working with Phoenix managers to develop a schedule of support activities.
- Working with partners and business support agencies on referred support activities.
- Recruiting and managing a team of mentors and freelancers to deliver the programme.
- Confirming the business programme recruitment and monitoring processes in line with the requirements of ERDF funding.

The Project Manager will be responsible for:

- Managing recruitment to the business support programme with Phoenix managers and partners.
- Managing the delivery of the business support programme coordinating the mentoring team and ensuring the required monitoring and financial claims are completed.
- Being the main point of contact and coordination for the programme.
- Evaluating the outcomes of the initial phase.

### Project Manager Specification

<b>Main responsibilities</b>
<ul style="list-style-type: none"> <li>• Reporting to the Project Director (CEO) - overall responsibility for developing and delivering the business support programme.</li> <li>• Initially, developing/refining the business support programme and activities plan.</li> <li>• Initially, developing and delivering the businesses recruitment plan with existing staff.</li> <li>• Initially developing all business support programme administrative procedures (e.g. to ensure state-aid compliance, progress reporting).</li> <li>• Developing the diagnostic tool and leading diagnostic assessments.</li> <li>• Leading development of the evaluation requirements (for procurement).</li> <li>• Leading procurement of Mentors and Advisors.</li> <li>• Managing the performance of Mentors and Advisors</li> <li>• Budgetary management with Phoenix's CFO and CEO.</li> <li>• Ensuring compliance with ERDF regulations and the funding agreement including reporting and claims.</li> <li>• Providing direct support and advice to businesses as and when needed.</li> <li>• Being the primary contact for businesses and applicants.</li> <li>• Managing the incubator facility.</li> </ul>

<b>Required skills and capabilities</b>	
<b>Essential</b>	<b>Desirable</b>
<p><b>Project management:</b> experience and achievement in planning and delivering projects.</p> <p><b>Business support:</b> experience and achievement in delivering skills or business support services to individuals and small businesses "face-to-face" and on-line.</p> <p><b>Organisation and administration:</b> excellent organisation and attention to record keeping - a significant compliance requirement of ERDF projects.</p> <p><b>Representational:</b> behaviours and presentation skills that represent the values and standards of Phoenix.</p>	<p><b>ESIF project management / administration:</b> experience and achievement in delivering European Structural Investment Fund projects or similar.</p> <p>Knowledge and understanding of <b>Phoenix's cultural offer</b> and programme.</p> <p><b>Established networks:</b> knowledge of and established connections with relevant business support programme providers such as Business Gateway, Chamber of Commerce and local universities.</p>

Project Manager - Leicester's Creative Digital Incubator - information for applicants

<p><b>Enthusiasm, creativity and problem solving:</b> ability to adapt and succeed in an uncertain business environment.</p> <p><b>Data protection and confidentiality:</b> knowledge and ability to apply secure and confidential records management.</p> <p><b>Written communication skills:</b> ability to produce accurate reports and compelling communications to attract participation.</p> <p><b>ICT and technical:</b> video conferencing, Microsoft Office and Email systems.</p> <p><b>Availability:</b> we are looking for someone to start in <b>October 2021</b>.</p>	
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**Existing Project Staff - Main Project Accountabilities and FTE Allocations**

<b>Role Title</b>	<b>Main project responsibilities</b>	<b>FTE</b>
Project Director (Phoenix's Chief Executive Officer)	<ul style="list-style-type: none"> <li>• Reporting to Board of Trustees</li> <li>• Lead link to Phoenix 2020 Project Board</li> <li>• Executive responsible for the overall mission and direction of Phoenix 2020 Project.</li> <li>• Executive responsible for overall mission, design and direction of the LCDI Programme</li> <li>• Design and development of the LCDI Programme including its continuation post ERDF funding</li> <li>• Ensuring performance of project existing staff</li> <li>• Appointment and management of Creative Digital IAC Programme Manager</li> <li>• Appointment of Mentors and Advisors.</li> <li>• Stakeholder relations and accountability to MHCLG.</li> <li>• Overall budgetary control with Phoenix's CFO.</li> </ul>	0.2 FTE  1/06/20 – 31/05/23
Operations and Customer Services Manager	<ul style="list-style-type: none"> <li>• Member of the Phoenix 2020 Project Executive.</li> <li>• Reporting to CEO and Phoenix 2020 Project Board.</li> <li>• Lead on client requirements for "design-for-operation" of the building development.</li> <li>• Management lead with key design and engineering consultants (e.g. architects, interior, disability access)</li> </ul>	0.2 FTE 1/06/20 – 31/05/23

Project Manager - Leicester's Creative Digital Incubator - information for applicants

	<ul style="list-style-type: none"> <li>• Lead on procurement of fit-out and equipment.</li> <li>• Supporting overall Phoenix 2020 business planning with CEO and CFO, and P2020.</li> <li>• Ensuring operational procedures and venue staffing to operate the development once completed.</li> </ul>	
Digital Arts Manager	<ul style="list-style-type: none"> <li>• Reporting to the CEO - overall responsibility for the Phoenix digital arts and creative media programme.</li> <li>• Including developing, planning and delivering gallery programme, and creative media workshops.</li> <li>• Budgetary responsibility for Arts Council England revenue and project funding to support the above.</li> <li>• With the IAC Programme Manager – designing and delivering activities required for LCDI Programme.</li> <li>• Supporting recruitment to the LCDI Programme.</li> <li>• Directly contributing to specific activities through specialist knowledge and experience.</li> <li>• Supporting evaluation of LCDI Programme impact.</li> </ul>	0.2 FTE 1/04/21- 31/05/23
Assistant Producer	<ul style="list-style-type: none"> <li>• Reporting to the Digital Arts Manager – supporting the Phoenix digital arts and creative media programme.</li> <li>• Developing and coordinating existing practitioner networks.</li> <li>• Providing advice and guidance (specialist knowledge and skills) in producing creative digital media.</li> <li>• Supporting recruitment to the LCDI Programme.</li> <li>• Directly contributing to specific activities through specialist knowledge and experience.</li> <li>• Developing and organising network events.</li> <li>• Organising and supporting exhibitions (particularly through specialist technical skills)</li> </ul>	0.6 FTE 1/04/21 – 31/05/23
Sales and Marketing Manager	<ul style="list-style-type: none"> <li>• Reporting to the CEO - overall responsibility for the Phoenix film skills programme.</li> <li>• Including developing, planning and delivering courses and workshops, tutors and advisors and evaluation.</li> <li>• Budgetary responsibility for the above.</li> <li>• With the IAC Programme Manager – designing and delivering activities required for LCDI Programme.</li> <li>• Supporting recruitment to the LCDI Programme.</li> <li>• Directly contributing to marketing and promotion of the LCDI Programme.</li> <li>• Supporting evaluation of LCDI Programme impact</li> </ul>	0.2 FTE 1/04/21 – 31/05/23

## How to apply

Freelancers, companies or individuals wishing to apply should submit an application by **28th September 2021**.

Please send the following to [jobs@phoenix.org.uk](mailto:jobs@phoenix.org.uk)

- A response to the role brief specifically outlining your skills and experience in relation to the essential and desirable knowledge skills and experience.
- Your proposal in relation to the budget and time requirement. Including your track record and examples of relevant experience.
- Maximum 4 pages of A4.
- Appendix: Please add your CV(s).
- Client references would be desirable.
- Completed Equal Opportunities Monitoring Form for the principal and any other proposed staff.

<https://www.phoenix.org.uk/about-phoenix/vacancies/project-manager/>

The budget for the Project Manager contract is circa **£60k to 30<sup>th</sup> June 2023**. The contract for services or employment contract will be offered on the basis of a competitive assessment of applications against the role criteria and value for money.

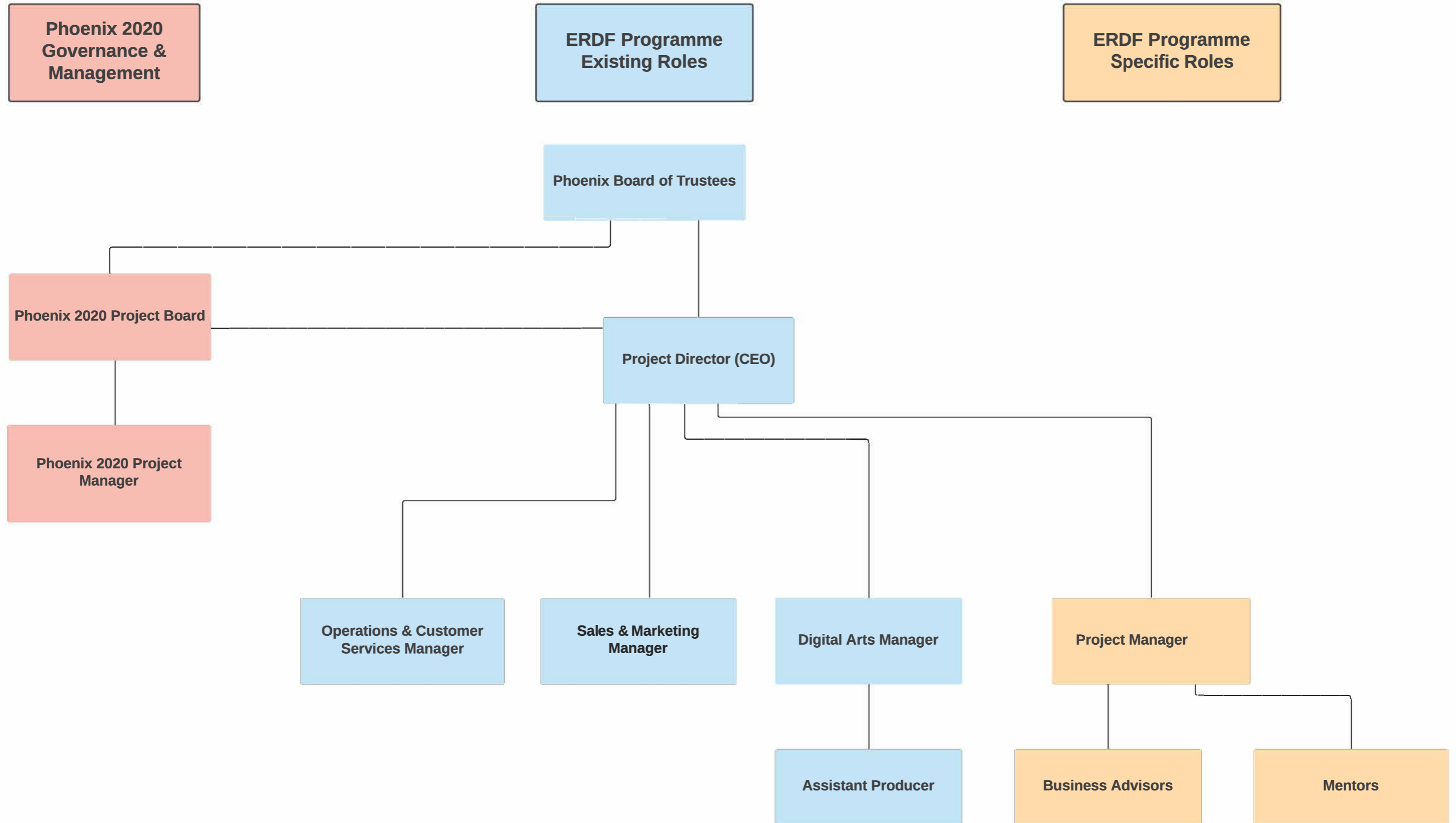
The assessment will comprise shortlisting based on the written proposals followed by interviews to be held on **5<sup>th</sup> and 6<sup>th</sup> October**.

Should you wish to discuss the project to clarify any information, please contact Chief Executive John Rance by email and include a telephone number:

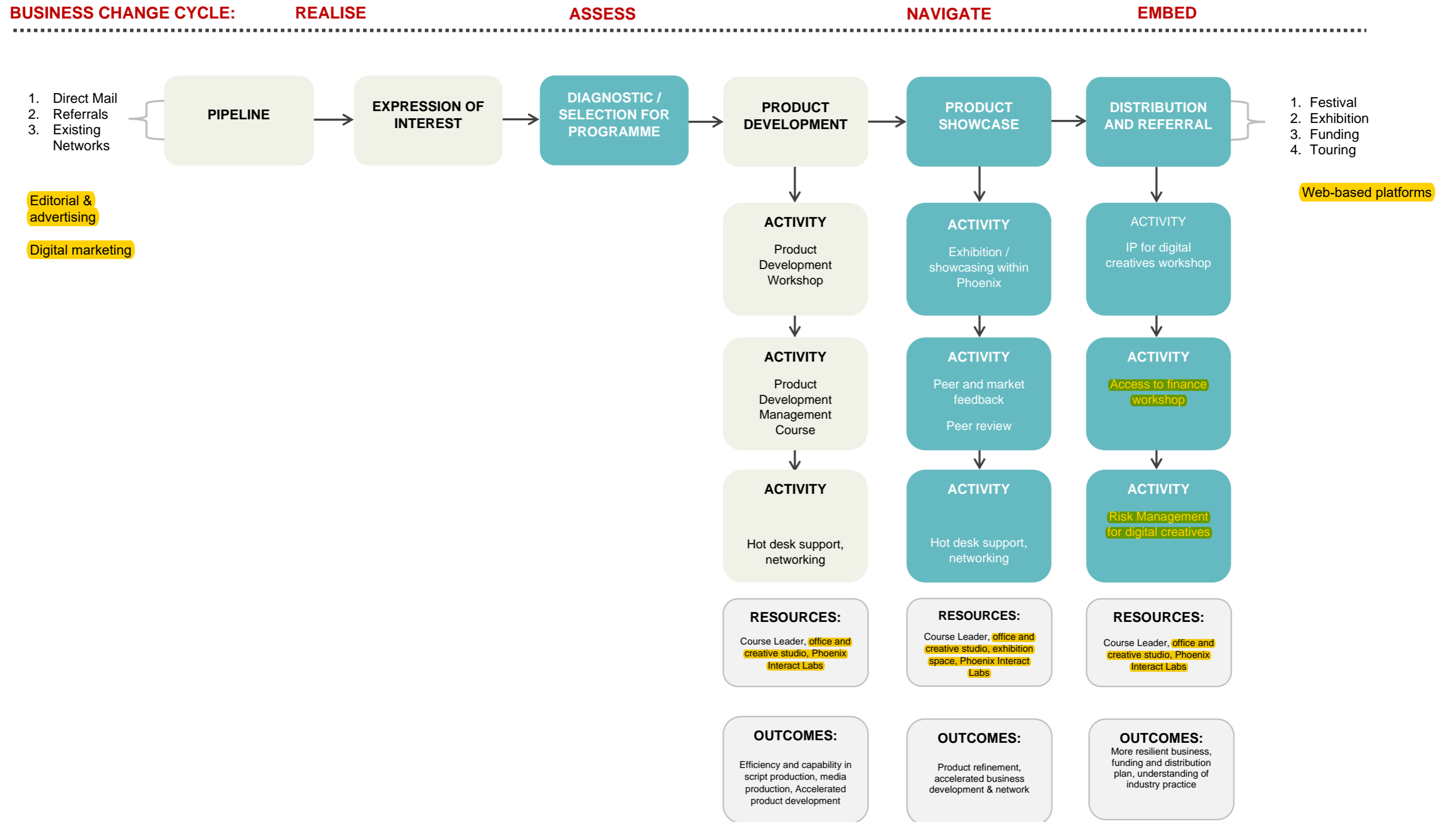
[John.rance@phoenix.org.uk](mailto:John.rance@phoenix.org.uk)



# ERDF Programme Organogram



# CREATIVE DIGITAL INCUBATOR CUSTOMER JOURNEY



Referral to Growth Hub for wider support such as Human Resources, Legal Advice, Marketing, Accountancy, Finance etc...

**CREATIVE DIGITAL INCUBATOR ACTIVITY PROGRAMME**

	Activity Name	Description	Pre-condition	Post-condition	Resources	Resource hours	Asset Resources	No of Events	Av. Participants per Event	Per-participant Hours	Total hours of support	Participant Outcomes	Productivity Outcomes	Referral 1	Referral 2
1	Expression of interest	Assess applications using standard form via website etc.	Call for applications & referrals	Acceptance to programme or referral	Programme Manager	45	Website & office	6	25	2	300	Acceptance on programme or referral	None	Business Gateway	Other entrepreneurship programmes
2	Diagnostic	Business diagnostic to enter programme	Eol accepted	BNA & BIP; state aid capture & sign-up	Programme Manager	240	Office / meeting room	80	1	3	240	Business improvement plan	Business improvement plan and analysis	BIP could include multiple referrals	-
3	Mentoring (once a month)	Mentor assigned to support BIP	Diagnostic and BIP	Entry to support programme	Mentors	2880	Office / meeting rooms and communications	80	1	12	11520	BIP achieved & completion report	More likely to start business	Completion report to include referrals	Adaptive referrals through 12 months
4	Workshop - concept development	E.g. Screen Writing 8 week course	Entry to support programme	Concept developed	Course leaders (1)	96	Office and creative studio	2	18	32	1152	Creative concept (e.g. script for short film)	Efficiency and capability in script production	Business Gateway	BFI talent prog., ICO Feds, FE and HE courses
5	Workshop - product development	E.g. Film School 8 week course	Entry to support programme	Production plan development	Course leaders (1)	96	Office, studio, equipment (contractor)	2	16	32	1024	Skills and process	Efficiency and capability in media production	Business Gateway	Advanced courses / internships etc.
6	Workshop - product development	E.g. Film Production 4 week course	Entry to support programme	Prototype	Course leaders (1)	96	Office and creative studio	2	16	8	256	Skills and prototype	Accelerated product development	Business Gateway	Advanced courses / internships etc.
7	Workshop - product development	E.g. Acting for Film 8 week course	Entry to support programme	Performance skills	Course leaders (1)	96	Office and creative studio	2	18	32	1152	Performer/performer management skills	Capability in performer management	Business Gateway	HE / FE provision & other arts provision
8	Workshop - product development	E.G. Editing for Indie Filmmakers 5 week course	Entry to support programme	Editing skills / prototype	Course leaders (1)	40	Office and creative studio	2	16	10	320	Skills and prototype	Efficiency and capability in media production	Business Gateway	Advanced courses / internships etc.
9	Course - product development management	E.g. Role of film Director 1 day course	Entry to support programme	Management skills	Course leaders (1)	20	Office and creative studio	2	16	7	224	Management skills	Efficiency/capability in production mangt.	Business Gateway	HE / FE provision
10	Course - product development management	E.g. How to make a feature film (1 day)	Entry to support programme	Management skills	Course leaders (1)	20	Office and creative studio	2	16	7	224	Management skills	Overview of industry practice	Business Gateway	HE / FE provision
11	Course - product distribution	E.g. How to promote your film (1 day)	Entry to support programme	Enterprise skills	Course leaders (1)	20	Office and creative studio	2	16	7	224	Enterprise skills	Distribution plan	Specific distribution opportunities	MFH Talent Network
12	Workshop - access to funding	E.g. How to fund your film (1 day)	Entry to support programme	Enterprise skills	Course leader & partners	20	Office and creative studio	2	16	7	224	Enterprise skills	Funding plan	Specific film and creative media funders	MFH Talent Network
13	Networking and peer review (monthly)	E.g. FTP Creative Media Programme	Entry to support programme	Professional network	Facilitator & organiser	90	Office, exhibition space and studio	18	20	3	1080	Contacts, skills and knowledge	Professional network	Business Gateway	Self referrals via peer network
14	Product demonstration	E.g. film / artist exhibitions	Must participate on selected activities	Product demonstrated	Facilitator & organiser	48	Exhibition space	3	20	6	360	Demo experience, peer and market feedback	Product refinement	Specific distribution opportunities	Specific film and creative media funders
14	Workshop - IP for digital creatives (1 day)	Introduction to IP management	Must participate on selected activities	Knowledge & management skills	Course leaders (1)	31	Office and meeting room	2	20	6	240	Knowledge of product rights and protection	More resilient business	IP advisors / resources	
15	Workshop - risk management for digital creatives (1 day)	Covering issues such as public liability, protecting income, tax management etc.	Must participate on selected activities	Knowledge & management skills	Course leaders (1)	31	Office and meeting room	2	20	6	240	Knowledge of risk management issues	More resilient business	Business Gateway	Insurance advisors
16	Hot-desk support	Phoenix Interact labs - rotating access to technology & hot desk area	Must participate on selected activities	Product development	Coordinator	180	Phoenix Interact Labs	3	4	216	2592	Access to workspace and technology	Accelerated business development & network	Business Gateway	