



Role Description & Employee Specification

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| Job Title: | Cultural Enterprise & Investment Lead | Location: | Trinity Road, Cirencester (hybrid). |
| Department: | Communities & Place | Service: | Economic Development and Communities |
| Reports to: | Director of Communities & Place | Working Hours: | 18.5 hours per week |
| Salary: | £62,318 pro rata | Peer Group: | Level 4 Specialist |
| Business World Post Number: | Tbc | Job Group: | PGTI Strategic Managers |
| Contract Type: | Fixed term | Direct Reports: | None |

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| Overall purpose of the Post: | <ul style="list-style-type: none">• The Cultural Enterprise & Investment Lead is a key position responsible for driving forward the Culture sector in Cotswold.• As a strategic subject matter expert, the role holder will work closely with key stakeholders to develop a new commercial strategy(ies) to support the cultural offer, to identify and assess opportunities for commercial income, build business cases for investment and pilot new opportunities.• Commercially focussed, the post holder will work with stakeholders to develop strategy and turn into operational reality. To do so will require leveraging funding and increasing the income potential arising from the large number of visitors that come to the Cotswolds each year and the economic impact they do and could have.• To create a long-term sustainable plan and budget for the cultural portfolio. |
| Key Tasks and Responsibilities: | <ul style="list-style-type: none">• Inspire team members to foster a culture of continuous improvement, collaboration and innovation and to provide excellent customer experience. Seek out ways to streamline processes, enhance efficiency and optimise resource and budget allocation. This is a time limited project that requires adept programming to deliver within the time.• To be politically astute and engage effectively with elected members, the wider local community and in representing the Council's interests in culture related matters, including providing interpretation and guidance of impact and implications of new legislation and guidance.• Ensure that service delivery is aligned with the Council's Corporate Plan priorities.• Set objectives, manage performance and establish measures of success.• Work with the Chief Executive Officer, Director of Communities & Place and others to proactively shape the strategic cultural development of the district, driving forward the agenda and seeking to make cultural assets financial sustainable post LGR by identifying and delivering new income streams to achieve this.• Find creative solutions and innovations to drive and embed the culture of a forward thinking to reflect an increasingly commercial environment. |

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| | <ul style="list-style-type: none"> • Collaborate with internal and external stakeholders to understand their needs, priorities and challenges to build strong relationships, effective communication and collaboration on culture related initiatives. • Identify and manage risks and opportunities related to proposed activities and develop strategies to mitigate risks and capitalise on opportunities presented. • Stay abreast of industry trends, regulations, and best practices to ensure the Council and partners remains at the forefront of excellence. • Prepare and present reports and recommendations to Council, Cabinet, the Planning Portfolio Holder, and other committees in a way that is concise and understandable. • To identify bid opportunities and support the development of EOIs and submissions. |
| <p>Essential Requirements – Knowledge, Qualifications, Skills, Abilities and Experience:</p> | <p>Knowledge & qualifications</p> <ul style="list-style-type: none"> • Educated to degree level or equivalent in a relevant profession., • Five years' experience leading commercial functions a culture or creative industries environment, with an evidenced track record of development and innovation, commercial sponsorship, fundraising and income generation. <p>Experience</p> <ul style="list-style-type: none"> • Excellent working knowledge and understanding of current culture and/or tourism sector and issues related to the field • Proven track record of developing and delivering a sustainable cultural strategy and income generation plan within a short timescale and within a high-profile market. • Proven strong commercial acumen, with strategic mindset and entrepreneurial approach. • Experience in launching products/services from concept to delivery. • Experience of working with varied cultural organisations (charity, social enterprises, local government, private business). • Experience working and delivering within a tight timeline. <p>Skills & abilities</p> <ul style="list-style-type: none"> • Excellent strategic, analytical, financially modelling and project management skills. • Experience of business turn-around and a systems approach to transformation and income generation from the visitor economy. • Ability to think creatively, assess risk and act decisively in ambiguous environments. • Robust financial and risk management, with a commercial approach to funding and delivering services. • Ability to develop and optimise pricing strategies that align with organisational objectives, ensuring sustainable profitability and strong return on investment. • A confident communicator with experience influencing senior stakeholders and making the case for investment. • Collaborative and adaptable, with strong interpersonal and cross-functional skills. • Skilled in developing and managing commercial partnerships including influencing and negotiating with external stakeholders to support commercial objectives, represent the organisation professionally and strengthen relationships. |
| <p>Desirable Requirements Qualifications, Skills and Abilities:</p> | <ul style="list-style-type: none"> • Experience working in a political environment • Delivering change management or service review programmes • ICT (core systems such as Microsoft) and an understanding of AI applications to support data driven analysis and process improvement. |

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| General Accountabilities: | <ul style="list-style-type: none"> • Safeguarding – The Council is committed to meeting its statutory and moral duties to safeguard and promote the welfare of children, young people under 18 years of age and adults at risk who are the recipients of its services and/or activities. • The post holder is responsible for maintaining a safe work environment and ensuring as far as reasonably practicable that safe working practices are adopted by employees within this work environment. • Work in compliance with the Codes of Conduct, Regulations and policies of the council. • To support the response to a major incident, including taking up a designated role within the emergency management framework. • To support the Chief Executive/Returning Officer in administering election responsibilities | | |
| Special Conditions: | <ul style="list-style-type: none"> • You will be expected to work reasonable additional hours in line with the needs of the service. • There may be a requirement to work at other locations to meet the needs of the business. • Full UK Driving Licence. • Ability to travel / access to a vehicle for work purposes. • Politically restricted postholders are restricted from canvassing on behalf of a political party or for a person who is, or seeks to be, a candidate for election to a local authority, the House of Commons or the European Parliament. | | |
| Date Reviewed: | 28 th May 2026 | Reviewed By: | Helen Martin |
| Checked by HR | H Worledge | Date of Issue: | 28 th May 2026 |

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