**Rural Media - Job Description & Person Specification:   
StoryPoint Business Development Manager**

**Reports to:** Development Director

**Links with:** Education Officer, Creative Director, Head of Production, Data & Office Administrator, Chief Executive Officer

**Location:** Hybrid working – StoryPoint, 25 West Street, HR4 0BX, and remote

**Type of contract:** Fixed-Term Contract (35 days to be completed by end of March 2025); option to extend upon completion of initial period

**Hours of work:** Flexible based on 35 days at 8 hours per day

**Salary:** £300 per day for a total of 35 days (£10,500)

**Overview**

**About Rural Media**

Rural Media [ruralmedia.co.uk](https://www.ruralmedia.co.uk/) is a Hereford-based charity and production company producing digital arts projects and award-winning films. Founded over 30 years ago, we have a reputation, locally and nationally, for telling powerful stories from unheard voices and nurturing creative talent. We develop and deliver creative media projects with some of the most isolated and disadvantaged groups in the country, including people with disabilities, homeless young people, Gypsies, Roma, and Travellers, and those experiencing domestic or relationship abuse. Our work invests skills, opportunities for creative self-expression, and aims to raise awareness, influence change, and celebrate rural life.

Rural Media is undertaking major refurbishing and equipping of our building to create **StoryPoint** – a Digital Culture & Skills Hub for the rural West Midlands offering even more opportunities for young people, communities, and creative businesses to develop skills, a voice, and to play an active part in the social and economic development of Herefordshire and West Midlands.

StoryPoint will include a series of training programmes offering:

* Multi-level digital creative skills training (film, TV, audio, interactive, digital marketing & comms)
* Cultural & creative business development, and entrepreneurship (incubator space – physical and remote; workshops; mentoring, accelerator programmes; leadership & governance; professional networks)

**Rural Studios Ltd**

Rural Studios [ruralstudios.co.uk](https://www.ruralstudios.co.uk/) is the commercial arm of Rural Media. We produce factual and creative television content for national broadcasters include BBC, Channel 4, and Sky. Our digital content campaigns work with charities, brands and public sector organisations to create lasting social impact. Our talented team operate out of our dedicated professional TV production facility in Herefordshire. RS’s income is invested back into Rural Media Charity to ensure disadvantaged rural communities continue to have access to creative media skills and technology to communicate, learn and improve their quality of life.

**Job Description – StoryPoint Business Development Manager:**

1. Develop and implement a comprehensive business strategy for StoryPoint skills and training programmes, including short courses, online masterclasses, live panel discussions/talks, hot desk facilities, and creative mentoring programmes.
2. Create and execute a robust sales and marketing strategy, with a focus on both B2B (with educational institutions and organisations) and B2C approaches, to identify and attract target audiences and build relationships with youth brands.
3. Develop new business prospects by scoping new B2B strategies, external partnerships, and corporate sponsorship, with a particular emphasis on building a program of B2B screen industries creative skills programs.
4. Lead the development and maintenance of strategic partnerships crucial for long-term success and growth of the StoryPoint brand.
5. Collaborate with the Rural Media & Rural Studios teams to create and implement a marketing strategy for all StoryPoint programmes, both commercial and non-commercial, ensuring a clear value proposition for participants.
6. Liaise with Rural Media's Head of Production to ensure that all StoryPoint initiatives align with Rural Media's policies, procedures, and ethical framework.
7. Work with the SMT, Finance Manager, and Education Officer to create a comprehensive StoryPoint budget, including program price setting, revenue, and profit forecasting. Develop expertise in financial planning and pricing strategy to ensure viability and profitability.
8. Implement robust data collection and analysis processes to drive decision-making, strategy, and continuous improvement in course design and delivery.
9. Ensure that quality of product and participant experience remain at the forefront of all initiatives, while maintaining a balance with commercial objectives.
10. Work with the Education Officer to oversee the development of micro-credentials for participants, ensuring these are clearly differentiated from core program costs.
11. Continuously seek ways to enhance course offerings based on feedback, industry trends, and data analysis.

**Person Specification – Essential Qualities**

1. Minimum 5-7 years' experience in business development, with a strong track record in both B2B and B2C sales, particularly in the creative and/or educational sector.
2. Proven expertise in developing and implementing successful business strategies, generating new business prospects, and driving growth.
3. Strong strategic and developmental skills, with the ability to create and execute long-term plans for brand growth and success.
4. Extensive experience in developing and maintaining partnerships and sponsorships, particularly in the screen industries and creative skills sector.
5. Demonstrated ability to work independently and as part of a team, wearing multiple hats as a strategist, salesperson, and analyst.
6. Proficiency in data collection, analysis, and utilization for decision-making and strategy development.
7. Strong financial acumen, including experience in budgeting, pricing strategies, and financial forecasting.
8. Awareness or experience in education and group processes, with an understanding of the film and creative industries.
9. Ability to build a profitable business within an ethical framework that aligns with Rural Media Charity's values.
10. Commitment to continuous improvement and innovation in course design and delivery.
11. Excellent communication and interpersonal skills, with the ability to build relationships with diverse stakeholders.
12. Proficiency in relevant software and tools for business development, marketing, and data analysis.
13. Flexible approach to work and hours to satisfy the needs of the company.
14. Enthusiasm, passion, and drive for developing innovative programmes in the creative sector.
15. Ability to deal appropriately with confidential and sensitive information.
16. Strong organizational skills with the ability to work efficiently and meet deadlines.
17. Full UK driving license.

All duties to be conducted with due regard to:

* Health and Safety
* Child and Vulnerable Adult Safeguarding
* Data Protection and Confidentiality