

Who we Are:

Production Park is a world-class campus where creative businesses, technology and innovation come together to create and reimagine stage and screen productions.

Proudly located in South Kirkby, West Yorkshire - Production Park is home to global entertainment powerhouses and bold independent creators. Our studios play host to global talent, brands and broadcasters. Through our long-standing investment with the Academy of Live Technology (ALT), we connect industry and education, on a global scale. Our dedicated Research and Innovation centre, XPLOR, engages with the creative industry to push new boundaries for entertainment technology and production.

We have ambitious growth plans - for our clients, services, training provision and spaces. The newly created Industry Partnerships Account Manager is key to this development. A dynamic role with exciting potential to work across products and services and with a wide range of industry leading clients, the successful candidate will drive a culture of collaboration to deliver maximum commercial value for all involved.

Job Title: Industry Partnerships Account Manager (New Role)

Scope: Group (Production Park, Academy of Live Technology, XPLOR, Production Park Campus)

Function: Sales and Business Development

Reports to: Sales and Strategic Partnerships Director

Contract Type: Permanent

Hours per week: Full Time (40 hours)

Standard Working Hours: Assumes Mon - Fri 8.30am-5pm, but expected to respond to need of role (some evening and weekend working where required)

Target Start Date: ASAP

Holiday Entitlement: 25 Days (inclusive of December shut down = 3 days per year) + Bank Holidays

Probation: 6 months

Notice Period: 3 months

Role Objectives and Priorities

- **Innovation and growth.** Working with partners to understand their growth plans and business challenges. Connecting partners with XPLOR, ALT, and with one another, to initiate collaborations that generate value from their membership in the Production Park community.
- **Education and talent.** Understanding how the plans of partners rely on specific knowledge, skills, and experience within their own business and the user community. Work with ALT to create opportunities to provide training and skilled resource that can be used by partners to achieve their business goals.
- **Community and space.** Collaboration and innovation are the life blood of the Production Park community. The Industry Partnerships Account Manager sits at the heart of the community, responsible for recruiting new partners and ensuring a network

effect is achieved, where value increases as partners engaging with the Campus and other members of the community.

The Industry Partnerships Account Manager will ensure the organisation remains at the forefront of industry developments - providing partners and members with access to cutting-edge research, business and talent development opportunities, and technological advancements.

This is a quota carrying role with the new revenue, partner satisfaction, and retention as KPIs.

Principle Duties and Responsibilities:

Core Responsibilities

Industry Partnerships

- Attend relevant industry events and networking opportunities to strengthen existing relationships and develop new ones, promoting the organisation's offerings and capabilities.
- Identify and secure industry partnerships, negotiating terms and ensuring successful implementation of agreements.
- Act as the primary point of contact for industry partners, managing day-to-day relationships and ensuring actions are executed throughout partnership lifespans.
- Facilitate the contribution of partners into the development of new professional training courses and commercial offerings.
- Generate careers and employability experiences and opportunities for students, collaborating with academic, student support and marketing teams to successfully deliver a programme of activity.
- Track and analyse relevant partnership data; reporting on progress and impact.

Research Memberships Management

- Oversee the membership community, managing inquiries, subscriptions, and relationships with members, ensuring that memberships meet both financial and performance KPIs.
- Foster a strong, committed, and high-performing research community, organising and facilitating client meetings, workshops, and other member activities.
- Ensure that members are engaged and derive value from their membership, creating opportunities for interaction and collaboration within the community.
- Collaborate with the marketing team to organise events and communications
- Support the development and implementation of funding and bid opportunities for members.
- Track and report membership performance, ensuring transparency and effective communication with all stakeholders.

Other Responsibilities

Team Meetings and Planning

- Participate in team meetings and planning sessions, ensuring alignment between industry partnership and membership management efforts and the broader organisational strategy.

SPECIAL REQUIREMENTS

- The post-holder will be expected to work evenings and weekends when required

Terms of Reference: 'Partnerships' refers to sponsorship or partnership agreements between Academy of Live Technology and organisations in the live events and entertainment industry which involve equipment, technology, expertise and/or experiences (e.g. masterclasses) supplied to ALT to aid the student experience.

Benefits of joining the Production Park Team:

- 25 days holiday
- Pension
- Life assurance
- Employee lunches provided
- Voluntary health cash plan
- Free car parking
- Cycle to work scheme
- Electric car scheme
- Staff development and training opportunities
- Staff wellbeing C support services

Attributes	Essential	Desirable	Assessed at Application (A) or Interview (I)
Knowledge			
Familiarity with contemporary live event performance, production technologies, and industry contexts.		X	(A, I)
In-depth understanding of business operations such as project management, accounting, and HR.		X	(A, I)
Knowledge of emerging trends in live event technologies, including immersive experiences and virtual production.		X	(A, I)
Familiarity with relationship management and account management processes and best practice.	X		(A, I)
Understanding of R&D processes, techniques, and evaluation		X	
Awareness of UK R&D tax relief and funding opportunities for research and development.		X	
Understanding of the live events industry's cultural, social, and commercial dynamics.		X	
Organisational and personal skills			
Strong interpersonal skills with the ability to engage effectively with diverse stakeholders.	X		(A, I)
Ability to prioritise, manage multiple tasks, and meet deadlines in a fast-paced environment.	X		(A, I)
Leadership skills to motivate and guide teams, ensuring efficient project execution.	X		(A, I)
Excellent time management and organisational skills, capable of managing competing priorities.	X		(A, I)
Adaptability to changing circumstances, with a proactive approach to solving problems.	X		(A, I)
High level of autonomy, with the ability to work independently and make informed decisions.	X		(A, I)
Strong presentation skills, with the ability to communicate complex ideas clearly and persuasively.	X		(A, I)
Results-focused mindset with a commitment to achieving goals and exceeding expectations.	X		(A, I)

Qualifications			
An undergraduate degree in a relevant field or equivalent professional experience.	X		(A)
A postgraduate degree or additional qualifications in a related discipline (desirable).		X	(A)
Formal project management training (e.g., Prince2, Agile) is highly advantageous.		X	(A)
A full driving license and valid passport (preferred).	X		
Existing and up-to-date DBS or CRB assessment (where applicable).		X	
Experience			
Proven experience in developing and managing industry partnerships and commercial relationships	X		(A, I)
Significant experience in membership management, client relationship management, or business development.	X		(A, I)
Background in leading or supporting R&D projects, ideally in the creative industries.		X	(A, I)
Experience in managing complex client-facing projects and ensuring successful outcomes.	X		(A, I)
Track record of securing and managing industry partnerships, including negotiations and contract execution – ideally between education and industry	X		
Experience in sales, marketing, and business development within a membership or partnership context - ideally in a technology-related field	X		
Familiarity with live events technologies, trends, and industry practices.		X	
Proven ability to manage and grow a subscription-based membership community.		X	