



## JOB DESCRIPTION

# CREATIVE DEVELOPMENT MANAGER

SS26/02



# FOREWORD

## FROM DIRECTOR OF SOCIAL ENTERPRISE & OPERATIONS

Dear Applicant,

Thank you for expressing your interest in the post of Creative Development Manager.

This is an exciting opportunity to lead the creative direction and business growth of Pink Elephant, a key part of our social enterprise portfolio. The role combines artistic leadership with business development, while also supporting people with learning disabilities to gain skills, confidence, and experience. You will have the chance to influence both the creative vision of the business and the lives of those who are part of it.

You will play a central role in driving innovation and collaboration across Stepping Stones NI social enterprises, developing new creative and commercial opportunities. An excellent communicator, you will also inspire our learning disability participants to fulfil their full potential.

Stepping Stones NI offers a diverse working environment with an opportunity to impact upon people positively. If you share a commitment to our values and believe in the work we do, we want to hear from you.

Yours sincerely,

A handwritten signature in blue ink that reads "Emmett Mullally".

Emmett Mullally  
Director of Social Enterprise & Operations



# BACKGROUND TO STEPPING STONES NI

Stepping Stones NI is a multi award winning charitable organisation supporting people with learning disabilities and barriers to learning and employment to gain new skills, qualifications and employment.

Our organisation comprises of four core services: employment, training, youth and social enterprises.

Our six social enterprises include three cafes, a wedding stationery business, a picture framing business and a horticultural and well-being hub. Each social business serves as a realistic training platform for our trainees with 100% of our customer's money reinvested to support our work.

Over the last 27 years we have supported people who face all kinds of barriers to employment and learning including Autism, ADHD, Dyslexia and mental health barriers.

We have links with lots of employers and see the real and lasting benefit of our participants achieving paid employment through our highly successful, 'Stepping Stones NI Employment academies' which operate across all council areas.

We believe that with the right support people who experience barriers to learning and employment can get a job that they enjoy and stay in that job.

## Our Values

**Respect:** We respect everyone's right to a life more fulfilled and respect each other in the process

**Inspire:** We inspire employers and the wider community to see disability differently

**Empower:** We empower each other to make a positive impact on the world and in the organisation, we work

Our Values drive our behaviours and govern our actions. They are at the heart of our culture and define who we are, and how we present ourselves every day.

## Our Behaviours

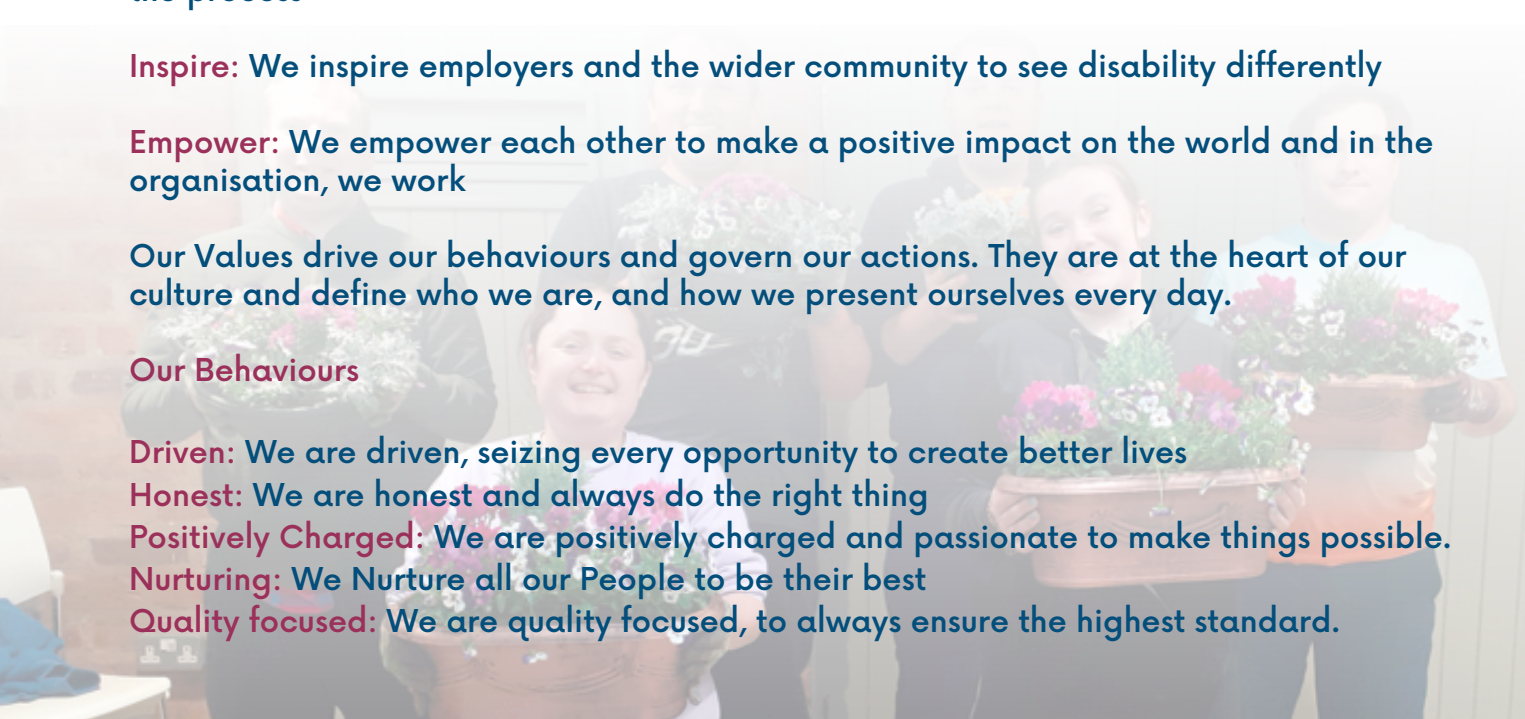
**Driven:** We are driven, seizing every opportunity to create better lives

**Honest:** We are honest and always do the right thing

**Positively Charged:** We are positively charged and passionate to make things possible.

**Nurturing:** We Nurture all our People to be their best

**Quality focused:** We are quality focused, to always ensure the highest standard.



# JOB DESCRIPTION

Job Title: Creative Development Manager

Reporting to: Director of Social Enterprise & Operations

Responsible for:

- Leading the creative vision and product development of Pink Elephant.
- Delivering a structured learning programme to develop personal and employability skills for participants, mentoring and supporting them to fulfill their full potential.
- Driving business growth through innovation, marketing, and external partnerships.
- Overseeing operational planning, budgets, and project delivery.

Location: 39 Seymour Street, Lisburn

Salary: Circa £32,000 per annum

Pension: 7% Employer Contribution

Holiday entitlement: 25 Days, 11 Statutory Days

Hours of work: 37 hours per week (Monday-Thursday 9am - 4.30pm, Friday 9am - 4pm), with occasional evening / weekend hours to meet the needs of the business.

Other Benefits:

- Private Healthcare and access to health and well-being platforms
- Holiday Purchase "Buy Back Scheme"
- 25% Discount in our Social Enterprises
- Volunteer Scheme - Up to 2 days annual leave to volunteer with other charities / community groups
- Employee Assistance Scheme
- Take 2 Mental Health Hours
- Birthday Day Off
- Half Day Christmas Shopping
- Death in Service Benefit



# KEY PURPOSE OF THE POST

As **Creative Development Manager**, you will lead the creative direction and business growth of **Pink Elephant** which forms a key part of the Stepping Stones NI social enterprise offer.

This role combines **artistic leadership with business development**, while ensuring our learning disability participants get the training and support they need, inspiring them to fulfil their full potential.

The Creative Development Manager will be responsible for delivering a programme of learning that supports the development of both **personal and employability skills** for participants.

In addition, the postholder will play a central role in **driving innovation and collaboration** across Stepping Stones NI social enterprises, developing new creative and commercial opportunities.

## About Pink Elephant

Pink Elephant is a **creative and inclusive wedding stationery business**, dedicated to crafting beautiful, bespoke designs for couples on their special day.

We are more than just a design studio – we are a **social enterprise with impact**, providing opportunities for individuals with learning disabilities to flourish creatively and professionally.

We are now seeking a **dynamic, visionary Creative Development Manager** to lead our talented team, inspire innovation, and drive the continued growth of Pink Elephant.





# MAIN RESPONSIBILITIES

## Creative & Artistic Direction

- Lead and oversee the design and production of bespoke wedding stationery, including invitations, menus, place cards, and more.
- Develop seasonal and trend-led collections to inspire clients and strengthen the Pink Elephant brand.
- Lead on the development of new products in addition to our core offering.
- Provide hands-on support with artwork, layout, and materials selection.
- Maintain high standards of visual quality, creativity, and brand consistency.

## Business Development

- Identify and pursue new business opportunities including partnerships with wedding venues, planners, and retailers.
- Work with the marketing team to drive revenue growth through effective online and offline campaigns.
- Maintain and grow Pink Elephant's social media presence to engage audiences and attract new customers.
- Monitor market trends and customer feedback to inform product innovation and service improvements.
- Represent Pink Elephant at trade shows, exhibitions, and networking events.

# MAIN RESPONSIBILITIES

## Team Leadership & Inclusion

- Manage and support a mixed-ability team, ensuring all staff and participants are valued, included, and empowered.
- Lead on the supervision, training, and support of participants with learning disabilities in the production of Pink Elephant products.
- Adapt workflows and tasks to meet the individual needs of participants.
- Provide mentorship and training to encourage personal, creative, and professional growth.
- Promote a positive, respectful, and inclusive workplace culture.

## Operations & Management

- Oversee departmental budgets, timelines, and resource planning to ensure efficiency and sustainability.
- Collaborate with other departments to ensure efficient delivery and customer satisfaction.
- Ensure compliance with health & safety regulations, safeguarding requirements, and organisational policies.

# MAIN RESPONSIBILITIES

## Health & Safety

Ensure that all duties are carried out to comply with:

- The Health and Safety at Work (N.I.) Order 1978.
- Acts of Parliament, Statutory Instruments and Regulations and other legal requirements.
- Agreed Codes of Practice; including the COSHH Regulations and Safe Working Practices manuals.
- Any other statutory regulations which may apply.
- Ensure that all equipment is maintained in an appropriate and safe manner, with any defects being reported immediately.
- Co-operate with staff and management to maintain our Health and Safety policy i.e. reporting and recording accidents using accident books, relevant paperwork.
- Undertake Health and Safety and Environmental training as identified by Stepping Stones NI.



# MAIN RESPONSIBILITIES

## General

- All staff must ensure that customer focus is always maintained in order to achieve customer satisfaction.
- Comply with organisational code of practice and attend all mandatory training to ensure compliance.
- All staff are to contribute to the continual improvement of the Quality management system – ISO, Investors in People and ETI by adhering to the documented procedures and processes, and identifying improvements.
- Comply fully with Stepping Stones NI Safeguarding Procedures.
- Proactively identify risks in relation to participant safety and carry out general and individual risk assessments as appropriate, ensuring that risk management procedures are adhered to.
- Ensure accurate record keeping in line with organisational data protection and confidentiality policy.
- To attend any meetings as and when required, for example team meetings and monthly balanced scorecard meetings.
- Ensure compliance in all activities in accordance with the Company's Equal Opportunities Policy.
- Conduct all activities with confidentiality and in accordance with the requirements of Data Protection Legislation and the Company's Policies and Procedures.
- To communicate effectively with parents, carers, social workers, customers and all stakeholders of Stepping Stones NI in a professional manner understanding Stepping Stones NI values.

This list is not exhaustive, and the role of Creative Development Manager may change to meet the nature of the business and service.

# PERSON SPECIFICATION



## Essential Skills & Experience:

- Proven experience in a creative leadership role (e.g., design studio, stationery, crafts, print, or similar).
- Minimum of 3 years' experience leading, supporting, or managing a team.
- Strong portfolio demonstrating artistic ability and creativity in stationery or design work.
- Minimum of 3 years' experience in business development, marketing, or sales within a creative industry.
- Display an understanding of how best to support people with a learning disability.
- Excellent communication, team-building, and problem-solving skills.
- Excellent IT skills including Microsoft Word, Excel, Canva.

## Desirable:

- Experience in the wedding or events industry.
- Previous experience of working directly with people with a learning disability.





# SELECTION PROCESS

Application is by submission of an application form to Beyond HR at: [office@wegobeyondhr.com](mailto:office@wegobeyondhr.com)

Applications will be shortlisted against the criteria detailed in the job description.

If we receive a high number of applications, we reserve the right to increase the number of competencies that the candidates will have to demonstrate.

Short-listed candidates will be invited to attend a first stage interview to assess the candidates suitability for the role.

Where the quality of applications is particularly high applicants may be invited to a second stage interview.

If you would like to have an informal discussion about the role please contact:

Emmett Mullally  
Director of Social Enterprise & Operations  
E: [emmett.mullally@stepping-stones.org.uk](mailto:emmett.mullally@stepping-stones.org.uk)  
T: [02892 794465](tel:02892794465)

Stepping Stones NI is an equal opportunities employer.

**Closing date: Monday 2nd February, 4pm.**  
Previous Applicants need not apply.