

**Job Description**

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| **Department** | **CORPORATE RESOURCES** |
| **Job Title** | **COMMERCIAL DEVELOPMENT MANAGER** |
| **Grade** | K |
| **Primary Purpose of Job** | To have management responsibility for the commercial programme and operational activities for events, filming, and the Council’s asset base. Continuously develop business and lead key opportunities, grow related services and programmes of work. Manage and lead key initiatives and programmes to deliver income targets and strategically manage performance and set future direction. |
| **Reporting To** | Head of Marketing, Communications and Commercial Development |
| **Direct Staffing Reports** | Principal Projects OfficerSenior Partnerships OfficerEvents and Filming Officer  |

**Main Duties**

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| **1** | Responsible for the strategic planning and action plans for the delivery and evolution of the commercial development activities and associated project plans. |
| **2** | Lead the commercial development functional areas and conduct high level industry research to develop effective strategies, proposals, and business plans.  |
| **3** | Support the management of all relevant budgets, contractual agreements, pricing policy and a range of contracts across the spectrum of business areas. |
| **4** | Develop a product range and offer and lead and manage all contracts and agreements. |
| **5** | Build and maintain positive professional relationships with key stakeholders and audiences, both internally and externally and in key sector areas. |
| **6** | Lead the operational management of the major events programme and third-party activities and related documentation and the Council’s Safety Advisory Group (SAG). |
| **7** | Identify new business opportunities for services and products under the team portfolio and wider council and produce associated reports, business plans and proposals.  |
| **8** | Create a series of reports and project plans aligned to wider organisational and team objectives and forecast commercial activity and monitor performance. |
| **9** | Promote the Council, Bolton Brand and associate strategies and develop, execute, and oversee initiatives that prioritise growth and positive profile. |
| **10** | Work across leadership teams to support income generation for events, venues, business areas and key products. |
| **11** | As part the Service Management Team, manage the emergency response resources for the team, warning and informing and media management and produce plans as appropriate. |
| **12** | Deputise for the Head of Service when required. |
| **Date Job Description prepared:** | **November 2023** |
| **Job Description prepared by:** | **Head of Marketing, Communications and Commercial Development** |

**Person Specification**

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| **Stage One** | Candidates who are care leavers, have a disability, are ex-armed forces or are a carer (see [Carers-Charter-FINAL.pdf (gmhsc.org.uk)](https://www.gmhsc.org.uk/wp-content/uploads/2018/04/Carers-Charter-FINAL.pdf) are guaranteed an interview if they meet the essential criteria for the role  |
| **The Minimum Essential Requirements for the above Post are as Follows:** | **Method of Assessment** |
| **1.** | **Skills and Knowledge** |
| 1. | Competent in written and verbal communications to enable effective liaison with client, suppliers, media, and other agencies. | Application From / Interview |
| 2. | Understanding of the fundamental elements of business plans, including providing reports, budget profiles and clear inputs/ outcomes. | Application From / Interview |
| 3. | Demonstrate knowledge and experience of developing commercial initiatives and programmes, including new markets and new clients. | Application From / Interview |
| 4. | Competent in using a range of ICT and Microsoft office tools with the ability to produce a range of word documents, spreadsheets, and presentation materials. | Application From / Interview |
| 5. | Ability to co-ordinate a busy workload and prioritise own work and other team members as appropriate. | Application Form / Interview  |
| 6. | Networking and Influencing skills – ability to liaise with clients and partners in a confident and responsible manner. | Application Form / Interview  |
| 7. | Project management skills – ability to manage projects from inception to completion. | Application Form / Interview  |
| 8. | Excellent leadership and people management skills with the ability to motivate and inspire people within the team, across the service and strategic stakeholders | Interview / Assessment |
| 9. | Understanding and experience of budget management aligning with commercial activities and targets and effectively manage agreements and frameworks. | Application Form / Interview  |
| 10 | Working knowledge of delivering events, including planning, programming, operational delivery and managing associated budgets | Application Form / Interview |
| 11. | **Competencies** – Please note the Council’s corporate competencies, which are essential for all roles, are below in the Core Competencies section  | Interview |
| **2. Experience/Qualifications/Training etc** |
| 1. | BSc/BA in business administration, business development, marketing, strategy and policy etc. or similar level, relevant qualification. | Application From / Interview |
| 2.. | At least three years’ experience in marketing, commercial or a sales related field. | Application From / Interview |
| **3. Work Related Circumstances** |
| 1. | All posts require the job holder to undertake mandatory training for the role and to regularly review their developmental needs in conjunction with their line manager. Development of our employees plays a key role in delivering our services | Interview |
| 2. | The Council has a framework of Values & Behaviours that guide our behaviour and decision making to help achieve our vision. All employees are expected to be mindful of these when undertaking their work. | Interview |
| 3. | This role requires the job holder to work outside of normal office hours, for example at evenings and weekends, to meet the needs of the service.  | Interview  |
| 4. | This post is designated as politically restricted. The holder of a politically restricted post is unable to have any active political role either in or outside the workplace. Politically restricted employees will automatically be disqualified from standing for or holding elected office. This means you are not permitted to stand for office as a local councillor or MP. In addition, you are restricted from canvassing on behalf of a political party or a person who is, or seeks to be, a candidate. You are also restricted from speaking to the public at large or publishing any written or artistic work that could give the impression that you are advocating support for a political party. | Interview |
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| **STAGE TWO** | Will only be used in the event of a large number of applicants meeting the minimum essential requirements |
| **Additional Requirements** | **Method of Assessment** |
| **1. Skills and Knowledge** |
| 1. | Ability to engage and build effective relationships with stakeholders and committees quickly | Application Form / Interview  |
| 2. | Experience of developing marketing strategies and identifying new areas of growth / income / exposure. | Application Form / Interview  |
| **2. Experience/Qualifications/Training etc** |
| 1. |  |  |

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**These core competencies are considered essential for all roles within Bolton Council. Please be prepared to be assessed on any of these during the interview process and, for the successful applicant, throughout the probationary period.**

**Developing Self & Others**

Promote a learning environment to embed a learning culture.  Support others to develop their skills and knowledge to fulfil their potential. Actively pursue your own development. Support and promote the principles of Investors in People.

**Civil Contingencies**

Bolton Council has a statutory duty under the Civil Contingencies Act to respond in the event of an emergency. If Bolton Council’s Emergency Management Plan is activated, you may be required to assist in maintaining key Council services and supporting the community.  This could require working outside of routine working hours and working from places other than your normal place of work.

**Equality & Diversity**

Uphold the principles of fairness and the Equality Act in all undertakings as a Bolton Council employee, including providing a fair, accessible service irrespective of customer’s race, religion, gender, sexuality, disability or age.

**Customer Care**

The ability to fully understand, assess and resolve the needs of all customers including those who present with complex situations, in a manner that respects dignity and expresses a caring & professional image.

**Health & Safety**

Take responsibility for the health and safety of yourself and others who may be affected by your acts or omissions, and comply with all health and safety legislation, policy and safe working practice, including participating in training activities necessary to your post.

**Data Protection and Confidentiality**

Ensure that any personal data or confidential data you hold is kept securely and is not disclosed, whether electronically, verbally or in writing, to any unauthorised third party. Follow Council policies and procedures on dealing with personal information and information assets, including The Code of Conduct, Data Protection, Acceptable Use and Information Security policies. Personal or confidential data should only be accessed or used for council purposes.

**Fluency Duty**

Should you be required, as a regular and intrinsic part of your role, to speak to members of the public in English, you must be able to converse at ease with customers and provide advice in accurate spoken English, as required byThe Immigration Act 2016.

**Working Hours**

The nature and demands of the role are not always predictable and there will be an expectation that work will be required outside of normal hours from time to time.

**Safeguarding**

This Council is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Should the role involve working with the above groups, you will be subject to an Enhanced Disclosure and Barred List check by the Disclosure & Barring Service.

**The values of an organisation are those key principles by which people are expected to work to day to day. They’re our culture and help define what is expected of each and every one of us**.





