

Post Specification

Date	April 2024
Post Group Number	8258
Post Title	Commercial Manager – Cultural Services
Job Family	Organisational Support
Job Family Role Profile	OS17
Final Grade	17

To be read in conjunction with the job family role profile

Service Area description

As a result of Local Government Reorganisation, we now have a team of frontline services within the Thriving Communities directorate, with some common goals and strategic aims. These services include:-

- Libraries
- Archives
- Registration
- Venues (currently The Forum & The Coro)
- Markets
- Community Hubs
- Museums and Collections
- Culture and Arts

This role provides an exciting opportunity to look across these services to identify opportunities to grow our business, extend the reach of our products and services, and to seek opportunities to increase revenue.

Purpose of this post

The council is seeking to develop a commercial business plan, to diversify our income opportunities, to meet the needs of our customers, our visitors, and our communities as well as contribute to a thriving local economy.

Within our cultural team we have many services which our customers can choose to access, such as our ceremony offer through registration, our events and festivals, visiting our markets, museums, theatres and library events. As commercial strategic lead the successful candidate will aim to identify business opportunities, new partnerships and drive business development.

The successful candidate will work alongside Senior Management as well as communications and marketing officers to promote and develop solutions.

The officer will be responsible for an income generation target.

Key job specific accountabilities

Strategic Lead role:

- Staying aware of the latest trends and developments
- Bringing in new business/income streams
- Development, implementation, and management of efficient and effective commercial procedures across the contract to improve performance and maximise growth

- Overseeing the commercial development for cross-functional teams which will include persuasion of leadership and management to adopt complex and difficult actions
- Managing daily operations of any commercial element to a service in conjunction with existing service managers.
- Working together with relevant departments to develop accurate and consistent bids
- Key commercial interface across the team on all commercial issues.
- Providing support to the operations team with regards contractual commercial requirements, and any related commercial implications of non-performance.
- Establishing sales/income/key performance targets and ensuring these are measured and met
- Managing risk assessments for new initiatives
- Providing commercial insights, driving profitable growth and supporting the delivery of the organisation's long-term goals.
- Creation, maintenance, and enforcement of policies, procedures, and governance to manage commercial risk as well as leading contractual negotiations in conjunction with the Senior Leadership Team.
- Act as adviser to the Council on policy matters, supporting the Assistant Director and our councillors by developing and implementing plans that result in high quality service delivery.
- Line management of a Commercial Lead, Cultural Services.

Behaviours:

- Act as a role model for the Council's corporate behaviours
- Ability to translate strategic plans into successful operation outcome which are responsive to the needs of the community and our visitors.
- Political awareness and experience of operating in a politically sensitive environment
- Ability to make decisions and take responsibility for actions
- Demonstrate a positive, flexible attitude
- Act with honesty and respect for others
- Communicate and present in a clear and constructive way
- Demonstrate excellent interpersonal skills: a strong networker able to build relationships with mutual confidence, honesty and respect.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • There will be budget responsibilities for this post (tbc)
Staff Management Responsibilities	<ul style="list-style-type: none"> • 1 FTE Commercial Lead(s)
Other	<ul style="list-style-type: none"> • Need to work across different sites in Westmorland and Furness

Essential Criteria - Qualifications, knowledge, experience and expertise

Qualifications

- Educated to degree level or relevant experience/qualification within a commercial role.

Knowledge

- A high degree of financial, commercial and customer awareness.
- Extensive knowledge of some or all aspects of the service areas, including statutory responsibilities and the regulatory frameworks
- Extensive knowledge of relevant local authority and wider public sector strategies and initiatives

- Knowledge and understanding of service standards and performance criteria

Experience and Expertise

- Ability to develop and maintain effective relationships with suppliers, customers, senior managers, internal and external partners.
- Excellent interpersonal and communication skills
- Ability to listen to the needs and requirements of various stakeholders and be able to effectively verbalise their own ideas.
- Computer literate including working knowledge of MS packages. Advanced knowledge of Excel, i.e. lookups, pivot tables & reporting.
Strong leadership skills to guide and motivate others
- Excellent organisational skills to balance and prioritise their workload and meet deadlines
- Excellent customer service skills to grow the client base/service users.
- Knowledge of project management and risk management
- Sound financial skills, including financial reporting, applying for funding internally and externally, and working to improve the cost:income ratio for the business.
- Strong strategic and negotiation skills to make sound commercial decisions.
- Previous experience in a managerial position
- Previous experience in sales and marketing
- In-depth knowledge of business development, financial management of projects, customer management.
- Ability to thrive in a highly pressurised and dynamic environment.

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	<ul style="list-style-type: none"> • Ability to work under pressure
Physical Demands	<ul style="list-style-type: none"> • Minimal
Working Conditions	<ul style="list-style-type: none"> • Need to work across different sites in Westmorland and Furness
Other Factors	
<ul style="list-style-type: none"> • Ability to travel across Westmorland & Furness 	