

Post Specification

Date	June 2024
Post Group Number	8257
Post Title	Commercial Lead – Cultural Services
Job Family	Organisational Support
Job Family Role Profile	OS12
Final Grade	12

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 deliver on the commercial programme to grow our business, extend the reach of our products and services, and to seek opportunities to increase revenue.

Purpose of this post

The purpose of this role is to coordinate and deliver on the commercial programme in conjunction with the Commercial Strategic Lead.

The successful applicant will work directly with our frontline teams to identify new procedures and processes and implement new ways of working to fulfil our commercial potential. The lead role will also ensure we are compliant, and performance and income are measured for the commercial activities undertaken.

Key job specific accountabilities

Commercial Lead role:

- Staying aware of the latest trends and developments
- Supporting the strategic lead to bring in new business/income streams
- Development, implementation, and management of efficient and effective commercial procedures across the contract to improve performance and maximise growth
- Support with the commercial development for cross-functional teams
- Support the strategic lead and relevant departments to develop accurate and consistent bids
- Providing support to the operations team with regards contractual commercial requirements, and any related commercial implications of non-performance.
- Ensuring sales/income/key performance targets measured and met

- Undertake risk assessments for new initiatives
- Ensure commercial projects are compliant
- Providing commercial insights, driving profitable growth and supporting the delivery of the organisation's long-term goals.
- Support strategic lead in the 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.

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"> • No direct budget responsibility
Staff Management Responsibilities	<ul style="list-style-type: none"> • Line management responsibility for Markets
Other	<ul style="list-style-type: none"> • None

Essential Criteria - Qualifications, knowledge, experience and expertise

Qualifications

- Relevant qualification or experience within a commercial role or team.
- GCSE (or equivalent) in English and Mathematics

Knowledge

- A degree of financial, commercial and customer awareness.
- Knowledge of some or all aspects of the service areas, including statutory responsibilities and the regulatory frameworks
- Knowledge of relevant local authority and wider public sector strategies and initiatives
- Knowledge and understanding of service standards and performance criteria
- Knowledge of business development, financial management of projects, customer management.

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
- Computer literate including working knowledge of MS packages. Advanced knowledge of Excel, i.e. lookups, pivot tables & reporting.
- Strong leadership skills
- 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

- 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 sales and marketing
- 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

- Ability to work under pressure

Physical Demands

- Minimal

Working Conditions

- Need to work across different sites in Westmorland and Furness

Other Factors

- Ability to travel across Westmorland & Furness