

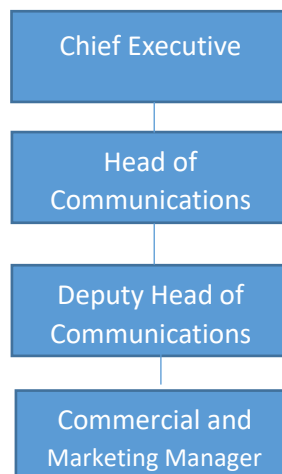
Job Profile

Job Title:	Commercial and Marketing Manager
Directorate	Resources
Service/Section:	Communications
Post Number(s)	To follow
Job Evaluation Number	To be evaluated
Grade:	G9
DBS required	Not required
Date last revised	November 2023
Reports to	Deputy Head of Communications (Marketing and Events)

Reporting staff:

The role doesn't have direct reports and will sit in tier four of the organisation.

The role will however have suppliers reporting to them as they manage and monitor high value contracts worth over £95 million and obtain best value for the council.



Purpose of Role

The purpose of the Commercial and Marketing Manager role is to maximise income coming into the council through a range of commercial activities, contract manage a number of key high value contracts, market income generating products and projects and provide expertise on sales, commercial and marketing activities. In addition it will look at how we can create sponsorship opportunities for council services and assets. This is an important role as it will support the overall aspirations of the council to reduce its budget deficit.

Last Date Updated	Last Date Evaluated	Owner	Approved by

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Duties and Responsibilities
<ul style="list-style-type: none">• To lead on all commercial aspects of communications commercial activity raising revenue from advertising and sponsorship opportunities and meeting a minimum income target of £150,000 per annum.• To manage contracts covering small format and large format hoardings, roundabouts, lampposts and other council assets. The combined value of these contracts will exceed £150million.• To market advertising and sponsorship opportunities using effective, value for money marketing tools and techniques particularly business-to-business.• The role will procure new contracts that will maximise revenue from outdoor advertising opportunities and the council's assets, meeting the council's governance requirements.• Manage and enhance high-level relationships between the Council and local businesses, partner organisations and others to secure commercial opportunities for the Council.• The post will introduce, develop and update policies relating to advertising including the Council's Advertising and Sponsorship Policy. This will include making decisions on what advertising can and can't be accepted.• The role will secure sponsorship for a range of council events and projects and working with colleagues increase revenue coming into our parks and other venues.• Will work with the events team to encourage more commercial events in Parks, green spaces and other council assets.• Manage reciprocal advertising agreements, SLAs and contra-deals with outside organisations.• Contribute commercial expertise to communications campaigns, particularly in support of media buying and other advertising activities.• Advise colleagues across the authority on commercial strategies to offset costs, where appropriate.
Additional Requirements: <ul style="list-style-type: none">• The role will be part of the communications team and will be required to participate in rotas, working unsocial hours on occasion and respond to emergency situations.• Outside working on occasion at events will be required.• Comply with any and all legislation and good practice appropriate to the work you undertake, and particularly that related to:<ul style="list-style-type: none">▪ Safeguarding▪ Information security and confidentiality

- Equality, diversity and inclusion
- Health and safety
- This is an unprecedented time of social, technological and financial change. The Council needs all staff to embrace change by demonstrating a flexible attitude to work, understanding that for us to provide excellent services to the people of Havering, you may be required to undertake other duties in line with the overarching nature of this role and your level of skills and responsibility.
- Assume Silver command as part of the Council's response to major events or emergencies
- Embrace the Council's iCare values and behaviours in all aspects of work and service delivery.

Person Specification

Qualifications

- A degree level qualification and / or demonstrable experience in a sales environment including a track record of meeting sales targets is required for this role.

Experience

The postholder will have extensive experience in a number of key areas:

- Sales and meeting financial targets
- Sales prospecting, lead generation and nurturing experience.
- Bringing income generating products to market
- Meeting governance requirements particularly contract governance in large, complex organisations
- Account management experience
- Working as part of a team and under pressure
- Experience using sales tracking software.
- A drive to find new and creative ways of increasing commercial activity, sponsorship and income.

Skills and Attributes

You will need:

- the ability and desire to sell
- excellent communication skills including marketing expertise

- a positive, confident and determined approach
- resilience and the ability to cope with rejection
- a high degree of self-motivation and ambition
- the capability to flourish in a competitive environment
- a good level of numeracy
- advanced customer service skills
- sales planning and organisational skills
- creativity and a drive to get outcomes
- build and maintain relationships with clients/potential clients