

## Commercial Business Development Manager – Gr 14

As part of the Council's ambitious transformation agenda there is a drive to adopt a more commercial approach in how we do business. The objective being to strike the right balance between public service ethos, enterprise and innovation, in order to achieve better outcomes for residents, fulfil our place shaping role, as well as generating increased income.

The Business Development Manager will play a key role in developing the Council's approach to commercialisation as well as supporting the day to day management of work programmes within the associated Action Plan. To be successful in this role you will need the technical knowledge, behaviours and experience to enable transformational change. We are looking for people who live the Council's behaviours and continually strive for excellence.

The role is based within the Commercial Unit which is part of the Corporate Services Directorate, with direct responsibilities for other service areas.

### The Job

Our chosen definition of commercialisation is maximising charging, trading and investment opportunities to generate income and reduce costs. This includes encouraging a more innovative and entrepreneurial outlook in creating solutions to help protect vital services for our residents and communities, as well as considering options that support economic growth (employment, housing, regeneration) or maximise the value of our assets.

Reporting to the Head of Commercial Services and the assigned service area within the Council, working within established governance arrangements, you will manage specific work streams within the Commercialisation Action Plan. You will plan and design the programme, proactively monitoring progress, resolving issues and initiating corrective action as appropriate to ensure that benefits/outcomes are effectively tracked and delivered.

You will have line management responsibility for Project Officers within your programme.

A key element of the job will be building highly effective working relationships with key stakeholders, across Council services and partners. You will need to exhibit all of the Council's behaviours and values and have exemplary 'soft skills' to drive transformation and change at pace, whilst bringing key stakeholders with you.

### Job Checklist

- Provide effective leadership and ensure priority projects and work areas are delivered.
- Ensure the process to deliver the programme is transparent and accountability for all decisions is clear and agreed.
- Apply effective programme and project management methodologies to deliver initiatives and to develop (new) commercial business opportunities across the Council.
- Ensure the programme successfully integrates with the overall strategic framework and wider corporate strategy of the Council.
- Plan and coordinate initiatives from concept through to implementation ensuring the maximisation of financial benefits and ensuring alignment to Council outcomes.
- Undertake financial modelling, assessment of service performance, option appraisal etc. to review the services in scope and track/report benefits of investment or commercial decisions.
- Help to embed and promote a commercial culture within the Council.
- Establish, build and maintain effective relationships with stakeholders to ensure commercial opportunities are maximised.
- Please [click here](#) to see your responsibilities related to Safeguarding.

## The Person

We need our employees to be driven to achieve the best, to be hard working, respectful and thoughtful to each other and our customers and to be creative, wherever they work.

Your high level of commercial awareness and financial acumen, coupled with a track record of innovation in large change programme delivery, will give you the credibility to work with stakeholders to gain their commitment to maximise charging, trading and investment opportunities whilst managing risks.

With a cross Council approach in mind you will understand the connections and dependencies between the programmes/strategies on which you are working.

Your communication and influencing skills will allow you to positively challenge stakeholder thinking, focusing on the benefits and risks of the new approaches delivered by these changes. Your strong customer focus and commitment to making a difference for local residents will positively support a managed collaboration and connectivity between Council services and community and voluntary organised activities.

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours:

- Positive
- Honest
- Respectful
- Flexible
- Communicative
- Supportive

We also expect you to promote and role model the Council's Expectations of a New Council manager within the organisation.

This role is at level 3. To find out more about Council Behaviours and Expectations please [click here](#).

## Person Checklist

- Experience of driving large and complex change programmes to successful conclusions.
- High level of commercial awareness and business development experience.
- Has a pro-active approach to driving progress and appraising charging, trading and investment opportunities to generate income and reduce costs.
- Ability to analyse, determine and prioritise key actions to deliver targets/solutions.
- Demonstrates high levels of initiative, tenacity and determination to see work programmes through to their conclusion.
- Experience of building strong working relationships with stakeholders and promoting effective communication and partnership working.
- Ability to resolve issues through effective negotiation.
- Ability to develop guidance, toolkits, and a commercial skills training programme to support the Council's commercial approach.
- Ability to manage a programme team and develop a high performance culture.
- Understands the leadership of change in a political environment.
- Understands the issues facing local government.
- Knowledge of financial systems, benefits management and resource allocation.
- Ability to write clear and concise reports, other papers to support effective governance and decision making via Transformation Boards.

*This Role Profile is intended to provide an understanding and appreciation of the responsibilities of this particular job. It is not possible to specify every detail and we expect you to work flexibly within your skills, knowledge, experience and grade of this job.*

**For Recruitment Purposes:** In order to be considered for this role you will need demonstrate how you meet the requirements for the job as detailed on the Job and Person Checklist.