

**Manchester City Council
Role Profile**

**Commercial Lead - Culture, Grade 10
City Policy, Corporate Services
Reports to: Culture Programme Lead
Job Family: Commissioning and Commercial**

Key Role Descriptors:

As a subject matter expert, the roleholder will oversee the design, development and implementation of frameworks which enable the operation of an effective commissioning or commercial service and support their contribution to the achievement of strategic and operational objectives.

The roleholder will work closely with key stakeholders to develop effective partnerships, linkages and coordinated working with other Council Services and key agencies to ensure that teams contribute to the development and delivery of area based priorities.

The roleholder will ensure that services, systems and procedures provided by the commissioning service are robust and fully aligned to and supportive of the aims and objectives of the Council.

Key Role Accountabilities:

Through close working relationships with stakeholders, support the development of effective commissioning and commercial services, policies and strategies by taking a lead for their area of work.

Work collaboratively across the Council to provide specialist advice, information, support and challenge to client services which supports and promotes their priorities as well as safeguarding the organisation and progresses corporate objectives.

Support negotiations to commission services, ensuring that the tendering and contracting processes run effectively and that contracted services meet the needs of customers.

Provide specialist advice and guidance to colleagues across the organisation, accounting for factors and elements beyond their direct control and area of specialism to support a whole council approach to decision making.

Use robust and effective analysis of information to inform strategic objectives in relation to the assigned service area, ensuring that advice to client services is in line with current legislation and organisational direction.

Effectively monitor and evaluate service delivery to ensure that performance targets are met and review strategies and procedures as appropriate, aligning them with customer demand and feedback to continually enhance the commissioning service.

Ensure adequate monitoring and evaluation systems are in place and used to monitor outcomes and impacts on a regular basis, considering stakeholder perspectives and local/national audit frameworks, including effective monitoring and forecasting of appropriate budgets.

A strong and clear advocate for the organisation's *m people* approach.

Roles at this level may be required to manage a range of assigned resources, which may be human, financial or other, to ensure continuous improvement in service delivery. Staff management duties may be either through direct line management of a team (including appraisals, performance management and other duties) or through matrix management of a virtual team of officers.

Personal commitment to continuous self development and service improvement. Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

Role Portfolio:

The role holder leads the Council's commercial approach to Culture, supporting the delivery of the city's ten-year strategy *Always, Everywhere: Manchester's Cultural Ambition 2024-34*, and managing the strategy's investment workstreams.

The role is part of the virtual Wider Culture Team which is a collaborative team across several Council services including City Policy and Libraries, Galleries and Culture. The Wider Culture Team works to create the conditions for arts and culture to flourish in the city, for the benefit of all Manchester residents. This involves a busy work programme and collaboration with artists, organisations, funders and communities on a diverse range of projects and partnerships. The role holder also works closely with commercial leads across the Neighbourhoods directorate.

The roleholder will lead and coordinate a commercial function for Culture, ensuring the effective deployment of resources to achieve commercial objectives and generate income. This includes responsibility for;

- Leading on developing and implementing a commercial model for the Culture Team which supports the delivery of *Always, Everywhere: Manchester's Cultural Ambition*.
- Leading on the negotiation, contracting and management of all commercial arrangements and contracts relating to the Council's cultural assets and strategic projects including sponsorship, naming rights and wider fundraising opportunities.
- Securing commercial income through sponsorship and wider fundraising to support projects, activities and events and staff resource identified as strategic priorities for culture.
- Developing business models and contractual arrangements for cultural projects which maximise commercial opportunities and financial sustainability.
- Exploring, advocating and developing new and innovative funding opportunities for the Council and cultural sector, including philanthropic contributions and other financing mechanisms.
- Influencing, negotiating and liaising with internal and external stakeholders to promote and secure commercial opportunities for culture.
- As a commercial specialist, providing end-to-end process management of key commercial functions across a portfolio of investment including negotiation, financial management, procurement, legal, contract management and reporting.
- Leading on providing astute and innovative commercial advice and support to the Director of Culture and Creative Industries and the Wider Culture Team as well as other internal colleagues and external partners.



Key Behaviours, Skills and Technical Requirements

Our Manchester Behaviours

- We are proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and we're not afraid to try new things
- We work together and trust each other
- We show that we value our differences and treat people fairly

Generic Skills

- **Commercial Skills:** Excellent commercial skills to manage successful tender, evaluation and acquisition process. Highly developed communication and relationship management skills to identify and manage the relationships with external partners and stakeholders.
- **Strategic Thinking:** Evidence of thinking cross-functionally and cross-organisationally, beyond one's own professional areas of specialism is important as is the ability to conceptualise new, collaborative ways of achieving shared goals.
- **Creative skills:** Ability to think creatively to identify potential future scenarios and to develop a range of creative solutions that meet the strategic needs of the business and are new and original.
- **Project Management:** Proven ability in developing complex project schedules that clearly defines the timeline required to achieve the required outcomes, with expertise in identifying and monitoring complicated interdependencies, identifying and managing the critical path and utilising the schedule in budget forecasting and planning future resource requirements.
- **Planning and Organising:** Ability to maintain focus and objectivity under various conditions and skill in managing and maintaining a multi-priority workload, progressing various ideas and plans concurrently.
- **Communication Skills:** Negotiates more complex agreements with Council wide impact. Is able to influence and persuade key Council decision makers. Utilises enhanced advocacy skills.
- **People Management:** Has ability to secure and direct resources for a wide area with diverse staff with clear risks attached to decisions. Ability to define and articulate a strong sense of purpose and engender commitment across individuals and groups to a set of shared objectives.
- **Financial Management:** Excellent financial planning skills to develop short, medium and long term financial plans with an ability to budget proactively with large, high-risk or volatile elements being identified and cross-referenced to operational activity.

Technical Requirements (Role Specific)

- Minimum 5 years' experience leading commercial functions in a culture or creative industries environment, with an evidenced track record of success

including substantial commercial sponsorship, fundraising and income generation deals.