

Job Description

Job Title	Marketing and Commercial Partnerships Manager
Directorate	Strategy and Change
Service Area	Communications and Engagement
Grade	10
Competency Level	2
Salary	£56,673 - £62,580
Job Type	Hybrid
Location	Cunard Building, Liverpool City Centre
Disclosure and barring service (DBS)	N/A
Job Evaluation Ref No	A10473

Job Purpose

The post holder will sit within the council's communications and marketing function and will lead the marketing team, alongside responsibility for key commercial contracts within that function. This includes the strategic development, management, and growth of outdoor advertising, sponsorship opportunities, print services, and marketing activity that supports council services, campaigns, and priorities.

The post holder will take overall responsibility for managing a range of commercial contracts, ensuring that all agreements are effectively negotiated, implemented and monitored. This includes overseeing delivery against agreed standards, financial performance, and key performance indicators, while shaping marketing activity that promotes council services and campaigns to increase reach and engagement.

The role combines strong contract management with a proactive and entrepreneurial approach to marketing, business development, market engagement and partnership working. The post



holder will help develop compelling commercial propositions, support the promotion of council campaigns and services, strengthen the council's profile in the market and identify opportunities to attract partners, advertisers and sponsors.

They will ensure that all contractual arrangements deliver strong commercial performance, value for money and quality outcomes, while identifying opportunities to grow income, improve services, increase awareness and uptake of council services, and develop new business streams.

The successful candidate will be commercially minded and marketing-focused, with the ability to identify growth opportunities, develop business cases, and shape effective approaches to promoting council campaigns and services to the right audiences.

Directly Responsible For:

Campaigns and Marketing team

Directly Responsible To:

Head of Communications and Marketing

Main Areas of Responsibility:

- Develop and grow the council's commercial offers, including Leisure services, Print production, advertising and sponsorship offers. This includes identifying opportunities across council services, assets and events, developing clear commercial propositions, and working with partners and agencies to bring these to market.
- Lead the development and delivery of marketing activity for council campaigns and services, using clear objectives, audience insight and measurable outcomes to increase awareness, engagement and uptake
- Lead client representative for outdoor media and sponsorship partners, including advertising providers managing billboards, digital displays and city assets, ensuring that these are maximised in a way that supports both revenue generation and place-shaping objectives
- Ensure that outdoor advertising, sponsorship and print contracts are delivered to a high standard, value for money, within agreed budgets and timescales
- Work with internal stakeholders across the council, including communications, print production, Leisure finance and operational teams, to ensure that commercial services support wider organisational priorities
- Use audience segmentation and insight to tailor marketing approaches, messages and offers for different communities, residents, stakeholders and customer groups.
- Plan and coordinate campaigns, selecting the most effective channels, content and tactics to promote council campaigns, services and commercial opportunities

- Monitor and evaluate the performance of marketing activity, using data, insight and learning to improve future campaigns, services and commercial results
- Manage and monitor the performance of the contracts, in particular monitoring performance against agreed KPI's. Agree actions for performance improvement with the contractors where required and Identifying ways to increase efficiency
- Build relationships with contractors through regular meetings and challenging outputs to ensure Best Value and commercial acumen
- Act as brand guardian to the Council's brand. Upholding the Council's brand guidelines and developing ways to support the wider workforce to do the same
- Draft and revise contracts where necessary, ensuring that all contracts are accurate and relevant documentation is correct and updated when necessary
- Build and maintain good relationships with clients and suppliers
- Compiling and delivering presentations to clients and suppliers
- Collecting and collating data for forecasting and planning purposes

Supervision and Management Responsibility:

- Ensure activities are planned to include meaningful one-to-one conversations, quality annual appraisals and regular workforce planning and development
- Assess staff performance and set appropriate target levels of service. Create a positive learning and working environment through delegation and mentoring
- Manage performance and behavioural issues effectively
- To participate in all aspects of training and development of staff, including the maintenance of disciplinary standards, as directed. Use all learning opportunities to develop personal skills necessary to improve effectiveness, efficiency, and delivery of service in recognition of the department's business and service targets

Budget and Financial Responsibility:

- Being fully accountable for the effective management and control of delegated capital and revenue budgets in the delivery of the Council's strategic objectives and policies
- Complying with all statutory requirements, Standing Orders and Financial Regulations of the City Council, and being responsible for making sure that all those you manage also comply with such requirements
- Maintaining close control of their delegated revenue and capital budgets, stewardship of assets and reporting any financial risks
- Maintaining up-to-date financial records on the Corporate Finance System
- Have regard for and use of relevant performance and financial benchmarking data as part of business planning to identify opportunities for improved value for money
- Bring to the timely attention of the relevant line manager any material issues that might impact on the financial performance or financial management arrangements of the Council

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- The role will regularly involve standing for long periods of time when hosting events and delivering engagement activity
- Some outdoor working will be required when organising site visits or other external engagement sessions

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff, and this in turn supports delivery of our aim and our council plans, linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency level 2.

The competency framework can be found here <https://liverpool.gov.uk/media/1361774/competency-framework.pdf>

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility.

Personal Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree or equivalent qualification in communications, marketing, journalism, public relations or a related field (A)

Desirable

- Experience of leading, managing and negotiating commercial contracts.
- Knowledge and experience of contract law and conditions
- Experience of contract disputes and negotiations

Experience

Essential

- Knowledge of working with and managing partners, contracts, contractors and supply chain (A/I)
- Experience of working in areas such as marketing, outdoor advertising, media, print services or similar commercial environments (A/I)
- Experience of monitoring and managing performance (A/I)
- Experience in managing and developing relationships with contractors (I)
- Producing and presenting reports/issues in writing or verbally (I)
- Experience of providing technical advice and guidance to internal and external colleagues. (A/I)
- Manage and control budgets and ensure best value (I)
- Experience of producing practical, cost-effective solutions to complex problems (I)

Desirable

- Experience of budget and financial management
- Experience of using works management systems
- Contributing to a service-related working party or professional group



Skills/Abilities

Essential

- Ability to develop and deliver effective marketing approaches for public sector campaigns and services, using audience insight, clear objectives and measurable outcomes (A/I)
- Knowledge of the marketing mix and ability to select and use the most effective channels, content and tactics to reach target audiences and support campaign objectives (A/I)
- Ability to evaluate marketing performance, interpret data and insight, and use learning to improve future campaigns, services and commercial activity (A/I)
- Demonstrate sound knowledge of governance, procurement and contract management principles (I)
- Good communication skills, both verbal and written, when dealing with the public, politicians, colleagues and media (I)
- Excellent communication skills to complete documentation, answer technical queries and provide technical support to others (I)
- Understanding of audience segmentation and the ability to tailor messages, products and approaches to different audiences, communities and stakeholders (I)
- Ability to plan, deliver, control and monitor a programme of work (I)
- Ability to negotiate and persuade, build and maintain effective working relationships at all levels (I)
- Able to build teams and to work across organisational boundaries (I)
- Ability to liaise and co-ordinate service delivery in conjunction with other Divisions, Departments and partner organisations (I)
- Ability to interpret and apply conditions of service across the workforce (I)

Desirable

- Ability to prioritise and allocate workload to meet deadlines
- Ability to make effective decisions and to support those decisions with effective argument and understanding
- Ability to plan, allocate and evaluate work programmes
- Self-motivated and able to motivate others as part of a team
- The legislative and performance frameworks applicable to a Local Authority and its key services
- Ability to negotiate with the supply chain in order to achieve service objectives
- Sound presentation skills
- Conditions of contract specification and Codes of practice

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (I)
- An Ability to support the maintenance of a highly competent and participative work environment, promotion of high-quality standards and contribute to the development of high-performance teams to meet service objectives and targets (I)

Desirable

- Ability to get individual or team commitment to ensure service objectives, performance and quality are achieved

Other

Essential

- Able to attend evening Committee, public and other work-related meetings (I)
- Ability to travel throughout the City (I)

Desirable

- A modern approach to management recognising the need for flexibility and adaptation to change
- Willingness to engage with other professionals to seek joined-up service solutions