

Job Description

Job Title	Head of Commercial and Business
Directorate	Neighbourhoods and Communities
Service Area	Liverpool City Region Destination Partnership
Grade	12
Competency Level	3
Salary	£70,608 - £78,297
Job Type	Hybrid
Location	Cunard Building, Liverpool
Disclosure and barring service (DBS)	Not Required
Job Evaluation Ref No	

Job Purpose

Liverpool City Region Destination Partnership (LCR DP) is the Local Visitor Economy Partnership (LVEP) for the region. It is responsible for promoting the six Local authority areas as a global destination for visitors, conferences and investment. Its remit includes communicating the city region's brand positively and imaginatively to local, national and global audiences. Working with partners in business, cultural organisations, educational institutions and community groups it

promotes Liverpool City Region (LCR) as a great place to live, work, visit, invest and study.

A main priority is to ensure LCR can compete with other core cities, increase appeal, attract major events of national/international profile and increase visitor numbers, economic impact and global media coverage – to unlock the true potential of one of the UK's most powerful attack brands.

The Destination Management Plan is the guiding compass for promotion and delivery within a new funding and governance landscape.

As Head of Commercial and Business this role will be responsible for supporting the delivery of the Destination Management Plan to release the commercial opportunities, and lead and implement the development of the Commercial and Business Tourism Strategies.

This is a unique role which will play a crucial part in positioning LCR as a first-choice destination for association and corporate events, large scale conferences, meetings, incentives and exhibitions ensuring the Liverpool Convention Bureau remains a leader in the UK's Business meetings and events industry.

As well as driving growth in business tourism, this role will promote LCR's unique attractions, cultural offerings, working in partnership with the private sector to develop opportunities.

A commercially astute individual with a proven track record of delivering targets, the Head of Commercial and Business will have expertise in marketing, trade show management, partnership development, relationship management, people management, financial management, and strategic leadership.

You will raise the national and international profile of Liverpool City Region as a place to visit, meet, live, invest, and study and be responsible for developing,

delivering, and evaluating the Commercial reach of the city region through regional, national, and international partnerships of scale to support strategic priorities including priority sectors (inward investment) and themes.

Some weekend and out-of-core hours work/delivery might be required of this role.

Directly Responsible For:

- Conference Bureau Manager
- Business Development Manager

Directly Responsible To:

- Managing Director

Main Areas of Responsibility:

- Create and implement the overarching Commercial and Business Tourism strategies for LCR to achieve the outcomes set out in the DMP, supporting sector specific programmes
- Provide strategic leadership to both the Commercial and Liverpool Convention Bureau teams, setting, monitoring and reporting on KPI's to ensure performance
- Ensure timely and appropriate reporting against activity to the LCR DP Board, and other relevant Boards
- Account Manage key Stakeholders, managing expectations, negotiating contracts and ensuring objectives are delivered
- Develop a network of strategic partnerships both public and private sector led, building strong relationships aimed to maximise reach for LCR and deliver

annual business plan/KPIs and commercial income targets (including VisitBritain, VisitEngland, DCMS, DIT, DMOs) and Local Government partners including Local Authorities and the Combined Authority

- Develop agreed commercial targets for bespoke strategic partnerships, arranging relevant contractual documentations where relevant, to achieve income targets and oversee the delivery of the commercial membership process
- Identify and oversee any new areas of business and opportunities to leverage funding through the monitoring of policy, programmes, market development, and relationships within the private sector ensuring any grant funded activity is effectively managed and reporting mechanisms are in place
- Monitor and evaluate the effectiveness of any conference bids, providing regular reports and updates to the Managing Director and stakeholders.
- Work with the Head of Marketing to ensure both commercial and business opportunities are effectively promoted through a range of collateral
- Ensure stakeholders are communicated with on a regular basis to inform future strategy and future activity
- Manage the budget effectively ensuring an ROI is delivered on activity
- Work with the major sports and cultural events team to attract key major events identifying any commercial opportunities, e.g. accommodation
- Lead the Club Liverpool Ambassador Programme continuing growth and ensuring it remains a leading ambassador programme nationally and internationally
- Ensure LCR is represented within key industry associations for e.g. International Congress and Convention Association (ICCA), Meetings Industry Association etc

- Work in partnership with LCR Combined Authority and Liverpool City Council as funders of LCR DP, adopting and fostering an inclusive and collaborative working relationship
- Manage all commercial revenue opportunities from contra arrangements to high level multi-million-pound sponsorship deals covering the major events programme and programmes and initiatives relating to the LCR DP
- Explore opportunities within the private sector to secure additional resource and to maximise brand association opportunities
- Ensure the integration and delivery of marketing rights and benefits aligned to the DMO's Strategic Destination Partnerships
- Ensure PR opportunities are maximised for both commercial partnerships and Liverpool Convention Bureau across national and international media ensuring Liverpool City Region is represented regularly

Supervision and Management Responsibility:

- Ensure activities are planned in accordance with strategic targets and team members are clear on deliverables through meaningful one-to-ones
- Create a weekly one to one meeting with team individuals to 'keep in touch', understand development needs and support the annual appraisal process
- Hold weekly team meetings that identify activities and report on performance for workforce planning and to identify challenges and opportunities
- Manage performance and behavioural issues effectively and in accordance with policy
- Manage commercial performance to ensure targets set are delivered, a pipeline of opportunity is developed, and individuals are accountable

Budget and Financial Responsibility:

- Manage commercial, invest, business and travel trade budgets effectively (up to circa £1,500,000 in commercial revenue), including the management of related LCR Destination SIF budgets (up to £1m)
- Be responsible for delivery of commercial targets and income generation from the private sector, partnerships, sponsorship, commission, paid-for activity and other initiatives
- To identify and apply for grants and funding available through Visit Britain programmes and other initiatives that could benefit LCR in attracting new business, support the development of bids and increase visitor numbers
- Be accountable for managing Liverpool City Council, and private sector resources, while complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Set, monitor, and remain within budget effectively whilst challenging the team to deliver increased efficiencies

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:

- Some travel and overnight stays nationally and internationally. Occasional evening and weekend work might be expected

Corporate Responsibility:

- Contribute to the delivery of the Destination Management Plan and the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- 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 3.

[The competency framework can be found here.](#)

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. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

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

Qualification and training

Essential

- Senior level skilled professional with a track record in the commercial sector, excellent LCR destination knowledge and knowledge of the tourism industry (A/I/P)
- Demonstrated success in senior level positions, with a strong track record of strategic leadership and decision making (A/I/P)

Desirable

- Degree in marketing, tourism, business administration

Experience

Essential

- Proven experience in a commercial environment, with a focus on developing strategic partnerships. Strong knowledge of the tourism industry, market trends, and consumer behaviour (A/I/P)
- Evidence-based experience in supporting the development of and executing targeted marketing campaigns and initiatives that support strategic objectives and engage key audiences (A/I/P)

- Knowledge of the business tourism sector, including conferences, incentives, corporate events, meetings, and exhibitions (A/I/P)
- Financial management expertise, including budgeting, forecasting, cost control, achieving financial targets, and measuring ROI (A/I)
- Highly developed communication and interpersonal experience, with the ability to build and maintain strong relationships with diverse stakeholders (A/I)
- Expert presenter and experienced public speaker, able to effectively communicate key messages to diverse audiences at owned and invited events and when shortlisted in the bidding process (A/I/T)
- Senior-level networking capability (public and private sector), with an established UK wide industry network (A/I)
- Commercially astute, with a proven ability to design and deliver tailored partnership and sponsorship packages that align with organisational strategy and deliver mutual value (A/I/P/T)
- Strategic thinker with a proactive, future-focused mindset and the ability to anticipate challenges and opportunities (A/I)

Desirable

- Excellent people management and leadership experience, with a proven track record of inspiring individuals and teams to achieve goals (A/I)
- Excellent written and verbal communication skills are necessary for effectively conveying marketing messages, negotiating partnerships, and presenting to internal and external stakeholders (A/I)

Skills/Abilities

Essential

- Ability to work in a fast-paced, dynamic environment and to project manage multiple programmes of work simultaneously (A/I)
- Ability to develop and implement strategic plans and initiatives to attract and promote commercial and business opportunities to LCR (A/I)
- Demonstrated ability to analyse data and evaluate activity to identify trends and performance insights that drive strategic decisions (A/I/P)
- Ability to build and maintain strong relationships with key stakeholders, including local businesses, tourism boards, national bodies (A)
- Confident and resourceful, an open and responsive individual who leads by example, thinks, and plans, and easily identifies good ideas and improved ways of working (A/I)
- The ability to deal with complex relationships in an evolving structure (A/I)

Desirable

- Experience of managing high level corporate sponsorship deals
- Strong time management and organisational skills, including timely response to communications and effective prioritisation of tasks, individually and from the team (A/I)
- Proficient in producing succinct, impactful reports for board inclusion and decision-making (A/I)
- Strong delegation skills and expertise with the ability to empower others through clear task ownership and responsibility (A/I)

- Possess strong leadership and team management abilities to lead and inspire a team in achieving goals and deliver strategy (A)
- Highly motivated and results driven (A)

Commitment

Essential

- A commitment to networking, keeping up to date with tourism trends and insights, and embracing new technologies that will enhance the effectiveness of the role and create opportunities for collaboration and growth (A/I)
- Recognise the importance of the LCR visitor economy and the positive impact it has on local communities. A strong belief in the value of tourism will drive forward this commitment (A)

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council. The prospective candidate is expected to be dedicated, adaptable and passionate about LCR tourism and hospitality sector
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives

Other

Essential

- A commitment to sustainability and sustainable working practices (A/I)