

Job Description

Job Title	Commercial Business Partner
Directorate	City Development
Service Area	Companies and Commercial
Grade	9
Competency Level	2
Salary	£51,356 to £56,673
Job Type	Hybrid
Location	Cunard
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A10024
Politically Restricted	Yes



Job Purpose

The primary purpose of this role is to support the Director and Commercial Lead to implement the Commercial Framework, provide additional support for the Commercial Finance Programme¹, to accelerate the delivery of expected outcomes, and support and challenge income generating services corporately to meet the expectations in the Council's Medium Term Financial Strategy.

To work across Liverpool City Council directorates as a strategic partner, enabling enhanced service delivery through commercial insight, business planning, and income optimisation. The role supports the implementation of the Council's Commercial Framework and contributes to the financial sustainability and innovation of services.

- Supporting the Director and Commercial Lead on improving efficiency and leveraging opportunities to deliver optimum outcomes for the Council and contribute towards balancing the Council's Medium Term Financial Strategy.
- Act as a change agent and applying a commercial focus and consultancy expertise to enhance the delivery of specific, high-priority projects.
- Business partner with other parts of the Council to provide commercial advice, championing partnership working and instilling a collaborative working environment through being a trusted adviser and a critical friend.
- Identify and implement commercial opportunities that support the strategic aims of the Council to generate sustainable income, innovate in service delivery or otherwise deliver value for money.
- The role will act as a catalyst and support to act as a bridge between the Commercial Framework and those responsible for implementing the delivery of the framework in all Directorates. The role will undertake much of

¹ The purpose of the Commercial Finance Programme is to understand the ongoing performance of all income generating services against the MTFs and the setting of fees and charges and provide data to support informed decision making on the future of these services.

preparatory work developing commercial ideas, bringing innovative ideas to market and supporting the work of the Council's Commercial Board, for example optimising the Council's advertising & sponsorship assets

Directly Responsible For:

No direct line management responsibilities (currently), although the post will be responsible for managing a virtual team across the Council.

Directly Responsible To:

Commercial Lead

Main Areas of Responsibility:

- **Commercial Framework:** Support the Director and Commercial Lead in identifying, developing and implementing the Council's commercial framework, aligning with the Council's policies and objectives, and remaining cognisant of the primary, civic role of the Council
- **Commercial Business Partnering:** Collaborate with different Council teams to provide commercial advice, identify potential commercial opportunities and help realise commercial strategy objectives
- **Business Planning:** Critical support and challenge of income generating service commercial business plans and budgets for the annual planning cycle
- **New commercial ideas:** Identify and implement commercial opportunities that support the strategic aims of the Council to generate sustainable income, innovate in service delivery or otherwise deliver value for money
- **Programme and project management:** Provide support for the Commercial Finance Programme and other identified commercial programmes and projects and assign tasks and delegate to technical specialists

- **Performance Reporting:** Prepare regular reports and presentations on the quantitative and qualitative performance of income generating services, highlighting key metrics, trends, and insights to inform decision-making, ensuring services are contributing to organisational performance and improvement
- **Compliance:** Ensure compliance with relevant regulations, policies, and guidelines governing income generating services and financial transactions
- **Presentation & Communication:** Pro-actively communicate with clarity, gaining buy-in and creating positive impacts. Be decisive and confidently deliver difficult messages at all levels in the organisation and externally
- **Commercial culture and skills:** Support the implementation of commercial culture skills across the organisation

Supervision and Management Responsibility:

- Will be responsible for supervising virtual project team members including coordinating operational tasks, coaching and mentoring, and providing feedback on performance
- Will support senior staff via matrix management to manage performance and behavioural issues effectively

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Set, monitor, and remain within project budget whilst challenging the team to deliver increased efficiencies
- Explores different options for funding and income generation

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 would include using a computer and sitting at a desk for prolonged periods of time

Corporate Responsibility:

- Contribute to the delivery of 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 2.

[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

- Degree or relevant experience in this area (A)
- Evidence of continuous professional development (A)

Desirable

- Professional qualification in Finance, Business Management or other similar qualification that provides a grounding in commercial principles

Experience

Essential

- Proven track record of working in a commercial environment to develop and grow a business area with at least 10 years commercial experience.
Advanced level (A, I)
- Cross-functional working at a senior level with stakeholders and partners.
Advanced level (A, I)
- A track record of developing and implementing continuous improvement in service delivery including development of income/profit. Proficient level (A, I)

Desirable

- Experience in commercial finance. Proficient level

- Experience of working in local government with knowledge of the services it provides, the decision-making processes and relationships with national government. Awareness level
- A knowledge of working with Council owned companies. Awareness level

Skills/Abilities

Essential

- **Intrapreneurship:** Can demonstrate a strategic mindset and business intuition with the ability to think creatively, challenge assumptions and identify new commercial opportunities through robust business cases development expertise using Green Book five case methodology. Advanced level (A, I, P)
- **Strategic influence:** Demonstrated leadership ability with the capacity to lead, influence, coach and motivate cross-functional teams across organisational boundaries to achieve results with a high awareness of the political and business environment, Advanced level (A, I)
- **Communication:** Outstanding communication and interpersonal skills, including report writing and ability to analyse and communicate complex information in a simple manner. Mastery level (I, P)
- **Stakeholder Management:** Ability to build and maintain relationships with stakeholders, including external partners, investors, and internal departments, to facilitate effective communication and collaboration. Mastery level (A, I)
- **Negotiation:** Strong negotiation skills to negotiate relevant commercial arrangements, including drafting heads of terms and acting as intelligent client assisted by internal or external legal counsel. Proficient level (A, I)
- **Project Management:** effective programme and project management approaches including identifying risks and implementing risk mitigation strategies to safeguard the Council's income generating services. Proficient level (A, I)

- **Self-starting:** ability to self-manage, to enable workload organisation, prioritisation and implementation under pressure, managing competing priorities to meet multiple deadlines. Mastery level (A, I, P)
- **Financial analysis:** Proficiency in financial modelling, valuation techniques, and risk assessment methodologies. Proficient level (A, I)

Desirable

- **Conflict and negotiation:** Able to identify and resolve conflict and negotiate desired outcomes. Can gain alignment of views. Proficient level
- **Procurement:** Understands and is able to follow local government procurement policies and procedures. Awareness level

Commitment

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council. Awareness level
- Ensure you conduct yourself in a morally, legally and socially appropriate manner, in line with Council values and procedures. Mastery level

