

## Job Description

<b>Job Title</b>	Club Liverpool Manager
<b>Directorate</b>	Neighbourhoods and Communities
<b>Service Area</b>	Liverpool City Region Destination Partnership
<b>Grade</b>	7
<b>Competency Level</b>	2
<b>Salary</b>	£40,777 - £46,142
<b>Job Type</b>	Hybrid
<b>Location</b>	Cunard Building, Liverpool
<b>Disclosure and barring service (DBS)</b>	Not applicable
<b>Job Evaluation Ref No</b>	A9045

## 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.

Club Liverpool is LCR’s Conference Ambassador Programme, a joint initiative between Liverpool Convention Bureau (Liverpool City Council) and Liverpool Experience Campus (LEX). The expertise of the ambassadors is far reaching and includes health & life sciences, game-changing tech, advanced manufacturing, sports science and more. The programme is known and well-regarded within the UK and Europe and has been used as an example of best practice that secures business events from a proven mechanism.

As Club Liverpool Manager, you will lead and manage all aspects of the programme including Club Liverpool networking events, annual awards and recognition event, proactively recruit new members from identified LCR growth sectors, relationship manage existing members, work closely with key stakeholders, including LEX Liverpool, and support Board members through regular meetings and communications.

Some weekend and out-of-core hours’ work/delivery is expected of this role.

**Directly Responsible For:**

Not applicable

**Directly Responsible To:**

Convention Bureau Manager

## Main Areas of Responsibility:

- Growth and development of the Club Liverpool ambassador programme
- Working with the marketing team, deliver a proactive recruitment campaign targeting key sectors and influencers in academia, healthcare & life sciences and wider industry to attract new members
- Develop an ambassador onboarding pack with branded assets, templates, and step-by-step guidance that clarifies support on hand through the bid process
- Focus on LCR's core sectors and emerging growth areas and aligning ambassadors and conference opportunities
- Create and deliver a strategy and action plan including key objectives that support growth and increase the number of successful bids to the LCR
- Relationship management ambassadors to ensure they are proactively engaged in the programme and actively bidding to win events for the LCR
- Database management to ensure records are up to date and all communication and activity is recorded
- Engage and develop relationships with senior business leaders within the city region's sector boards e.g. health & life science, creative & digital etc
- Quarterly 'Ambassador Success Stories' campaign across web, social channels, and industry media, to include blogs and interviews, wins and impact
- Raise the programmes profile through national & international media, owned channels and influencers
- Promote the benefits of the ambassador programme to the academic, corporate and business leadership of Liverpool City Region
- Oversee and event manage all events including board meetings, networking, recruitment and educational events
- Deliver an annual 'Reward and Award' event that recognises and celebrates the value of ambassadors and the impact of the programme

- Ensure all International Congress and Convention Association (ICCA) qualifying events that have taken place in LCR are captured and submitted to ICCA for inclusion in the annual global ICCA Rankings
- Working in partnership with the International Bidding Manager and Researcher, identify and create opportunities to bid for new conferences with a focus on continuous growth of the opportunity pipeline
- Prepare quarterly reports on economic impact of international conferences for Club Liverpool Board meetings and wider distribution
- Manage the budget for Club Liverpool

## **Supervision and Management Responsibility:**

No direct supervisory responsibility but manages external stakeholders, ambassadors and partners.

## **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
- Monitor financial performance, deliver within budget and seek savings and efficiencies by exploring opportunities to draw funding where appropriate
- Explores different options for funding and income generation
- Responsible for managing a budget to undertake activity to grow and develop the Club Liverpool Programme
- Contribute to an increase in the number of leads, sales pipeline growth and increased conversion to bid opportunity to achieve budget target

## **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 nationally and internationally required for client meetings, ambassador programme best practice and tradeshow attendance, also accompanying clients / ambassadors during site inspections around the city region

## **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

- Educated to degree level or equivalent in marketing/events management (A/I)
- Significant relevant experience in a similar role (A/I)

### Desirable

- Research, administration or management qualification
- Experience of working in a Convention Bureau
- Commitment to undertake further training and development

## Experience

### Essential

- Proven skills in development, growth and retention of members within a similar membership-based organisation (A/I)
- Track record in delivering sales outcomes (A/I)
- Convention Bureau knowledge and experience (A/I)
- Development and delivery of strategic plans (A/I)
- Preparing and delivering reports for board-level stakeholders (A/I)
- Organising events for senior level attendees (A/I)
- Experience of managing a CRM system (A/I)

- Budget management experience (A/I)
- Ability to brief marketing teams regarding collateral needed (A/I)

## Desirable

- Previous experience managing a conference ambassador programme
- Working knowledge of the ICCA database or similar
- Managing web and social media content
- Understanding of the Liverpool City Region conference product
- Experience of managing multiple stakeholders to ensure targets are met
- Understanding of Liverpool (and the city region's) sector strengths for business and investment

## Skills/Abilities

### Essential

- High quality written and verbal communication skills (A/I)
- Confident decision maker (A/I)
- Ability to work autonomously - a proactive independent individual (A/I)
- Excellent interpersonal skills to develop and maintain strong internal and external relationships at a senior level (A/I)
- Highly skilled in planning and delivery, able to manage multiple projects at one time (A/I)
- Research and development skills (A/I)
- Effective communicator with experience presenting to high-level audiences such as CEOs/ Professors (A/I)
- Excellent networking skills to build relationships with key stakeholders and ambassadors (A/I)
- Event Management skills (A/I)

## Desirable

- Attention to detail: working methodically and thoroughly
- Database management
- Bid writing knowledge

## Commitment

### Essential

- The prospective candidate is expected to be dedicated, adaptable and passionate about LCR's business tourism and hospitality sectors (A/I)
- The prospective candidate must recognise the importance of the LCR's 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/I)
- Commitment to engaging with the local visitor economy community to build goodwill and support initiatives (A/I)
- Staying updated, especially in the context of tourism and hospitality is essential (A/I)
- A commitment to attending industry conferences, networking events, staying abreast of tourism trends and embracing new technologies will enhance the effectiveness of the role and open doors for collaboration and growth (A/I)
- A commitment to sustainability and sustainable working practices, net zero achievement and climate action (A/I)

### Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

## Other

### Essential

- Ability to work unsociable hours and travel when required e.g. to attend trade shows, events or conduct site visits with clients (A/I)

