

Job Description

Job Title	Commercial and Customer Experience Manager
Directorate	Neighbourhoods and Housing
Service Area	Sport and Recreation
Grade	10
Competency Level	2
Salary -	£53,577 - £59,161
Job Type	Hybrid
Location	Various sites
Disclosure and barring service (DBS)	Enhanced
Job Evaluation Ref No	A9303

Job Purpose

- To include the identification and realisation of new income-generating opportunities, the achievement of budgeted income levels within the service and the maintenance and expansion of the service's user and membership bases and product range. To lead on the brand development for Liverpool City Lifestyles services and to develop and establish plans linked to additional income generation across the service. Support the various departments of the business to achieve commercial targets, keeping in mind KPIs and ROIs.

Directly Responsible For:

n/a

Directly Responsible To:

Business & Strategic Delivery Manager - Leisure

Main Areas of Responsibility:

- Act as a senior member of the Sport & Recreation Management Team.
- Develop a plan to raise the profile and membership of associated services.
- Identify and exploit new markets and identify leisure trends to maximise income-generating opportunities for the service.
- Conduct market research to understand and adapt to innovative trends within the Leisure industry.
- Deliver state-of-the-art Commercial solutions/ strategies to support growth across the service.
- Implement, review and monitor performance, providing a framework for the assessment and continuous improvement of the service.
- Prepare performance reports relative to the levels of use & membership of the service and the income it generates.
- Lead, motivate and manage the individuals within the Commercial Team to achieve outputs, goals and targets.
- Develop and maintain positive relationships with other services of the City Council and appropriate external agencies & partners including, but not restricted to, Clinical Commissioning Groups, Sport England, UK Sport and National/International Governing Bodies of Sport in the identification and

realisation of strategies and opportunities for increasing the user & membership bases of the service and the income it generates.

- Maintain awareness of sources of external and/or partnership Sport & Physical Activity Development funding and, where appropriate, make applications.
- Maintain awareness of Corporate and Community Strategies and objectives: ensuring that the Commercial Team makes appropriate contributions to the development and implementation of such strategies.
- Assist the Business & Strategic Delivery Manager - Leisure with the implementation and review of the annual service plan.
- Lead, motivate and manage individuals across the service.
- As required, to deputise for the Business & Strategic Delivery Manager – Leisure, and represent the City Council at meetings, seminars, conferences and other events, both internal and external to the Council.

Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.

Supervision and Management Responsibility:

- Ensuring activities are planned to include meaningful one-to-one conversations, quality annual appraisals, and regular workforce planning and development.
- Manages 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 recycling 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 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 post will involve working across various sites.

Corporate Responsibility:

- Contribute to the delivery of the Council Plan.
- Delivering and promoting excellent customer experiences, 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 a discipline relevant to the development of markets and income generation within the health and fitness sector (A/I)

Desirable

- Experience of working within the leisure industry
- Membership of a relevant professional body
- Experience of creating and launching a successful product or brand

Experience

Essential

- Experience and competent in leading, motivating and managing individuals and teams (A/I)
- Experience and competent in performance management and review (A/I)
- Experience of management, development, and motivation of teams. (A/I)
- Experience of increasing revenue through customer attraction and retention programmes. (A/I)
- Experience of successfully working with communities, user groups and partner agencies such as Clinical Commissioning Groups in the design,

delivery and review of sport and physical activity development services within sports/leisure centres and fitness gyms (I)

- Experience of developing and submitting successful bids for external and partnership funding (A/I)

Desirable

- Experience of working both formally and informally with Elected Members

Skills/Abilities

Essential

- Well-developed leadership, motivational and management skills (A/I)
- Well-developed budgeting and financial management skills (A/I)
- Well-developed marketing and promotional skills (A/I)
- Well-developed negotiating skills (A/I)
- Ability to prioritise workloads and to meet deadlines. (A)
- Ability to lead and drive change (A/I)

Desirable

- Well-developed communication skills in all media including SEO, Web and social media
- Up-to-date knowledge of trends, initiatives and innovations within the recreation, health, and fitness sector

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (A)
- To promote and develop the City Council's commitment to equal opportunities (A)
- Evidence of continuous improvement and ongoing personal and staff development (A)
- To maintain continuously high standards of customer care (A)

Desirable

Other

Essential

- Requirement to work outside standard hours; including, as required, during evenings and at weekends (A)
- Ability to commute to various centres on an ad-hoc basis (A)