

Job Description

Job Title	Business Development Manager
Directorate	Neighbourhoods and Housing
Service Area	Liverpool City Region Destination Partnership
Grade	9
Competency Level	3
Salary	£51, 356 - £56, 673
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not Applicable
Job Evaluation Ref No	A10139

Job Purpose

Liverpool City Region Destination Partnership (LCRDP) 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 Business Development Manager you will be responsible for enhancing Liverpool City Region’s brand and driving visitor engagement to maximise LCR’s tourism potential, through strategic partnerships. You will identify, develop and maximise income generating opportunities arising from the work of Liverpool City Region Destination Partnership across all its operational areas and brands leveraging your expertise in commercial income generation to support the positioning of LCR as a premier visitor and investment destination to increase visitor numbers and drive economic growth. The postholder will also manage LCR DP’s partnership model and will support members through signposting of business support opportunities, as well as having responsibility for the department’s commercial targets and forecasting as appropriate.

Directly Responsible For:

Commercial Assistant

Directly Responsible To:

Head of Commercial and Business

Main Areas of Responsibility:

- Work with all tourism businesses and organisations across LCR, whether they are accommodation providers, attractions, event organisers, retailers, food outlets or their local suppliers and support/ facilitate B2B networking and events
- Use extensive knowledge of the city region to develop sponsorship packages for members which are mutually beneficial
- Cultivating relationships across a wide range of local, regional, national and international partners across a long period of time (planning and strategy can be for more than 12-24 months before a campaign or partnership is launched or agreed)
- Developing commercial/ sponsorship packages working with the client and the organisation to develop strategic partnerships that benefit and showcase the region and the partner
- Ability to manage a significant number of clients (both commercially and from a tourism partnership perspective) concurrently – managing a complex programme with multiple comparable and at times conflicting requirements
- Use initiative to engage new businesses to develop new commercial opportunities
- Negotiate and agree specific individual bespoke packages and deals with partners and non-partners where appropriate
- Negotiate and finalise commercial contracts and contra deals for Liverpool City Region Destination Partnership
- Explore brand partnerships with local, regional and national organisations that share similar values and objectives
- Work with the Marketing team to ensure messaging and branding of Liverpool City Region Destination Partnership supports and delivers on the commercial opportunities

- Identify and pursue new opportunities, proactively developing relationships, to generate income and help raise the profile of Liverpool City Region Destination Partnership, and its partners
- Manage and deliver Liverpool City Region Destination Partnership member events, presenting to senior leaders
- Provide weekly activity updates and monthly reports on activity and income generated for inclusion in external reports
- Assist in the development and delivery of a range of business services, schemes and initiatives aligned to LCR Destination Management Plan to encourage business growth and resilience in the sector
- Implement business growth initiatives (especially those created by VisitEngland) and ensure these are effectively promoted
- Support the events programme including the Tourism Awards, Investment shows, by identifying private sector partners to participate
- Support the development of bids for business growth funding and destination marketing activity
- Maintain a CRM of stakeholders and business support access
- Provide business model evaluation reports and develop analysis for the Head of Commercial and Business to help inform the approach to be take commercially
- Deputise for the Head of Commercial and Business
- Oversee the work of the Commercial Assistant ensuring they are supported and able to meet their objectives

Supervision and Management Responsibility:

- Commercial Assistant

Budget and Financial Responsibility:

- Lead on contract negotiations with Strategic Partners and support the development of financial agreements, monitoring performance to ensure the activity developed will deliver the agreed return on investment
- Responsible for setting the commercial forecast for the organisation and negotiating the operational budget of up to £2m, ensuring monitoring processes are in place
- 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
- Explores different options for funding and income generation
- Responsibility for forecasting for Liverpool City Region Destination Partnership and sales targets of up to £1m per year

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:

- Significant travel within the city region to ensure account management duties are being fulfilled

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 **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

- Tourism and/or sales qualification (A)
- Demonstrated success in a senior level position, with a strong track record of management experience within tourism/sales/events (A/I)
- Proven experience of financial budgetary forecasting (A)

Experience

Essential

- Proven track record in relationship management at senior level, in both the public and private sectors (A/I)
- Knowledge and experience of developing and delivering sponsorship and marketing opportunity packages (A)
- Ability to identify new business opportunities and convert these into strategic partnerships (A)
- Multi-stakeholder management experience ideally within the visitor economy sector (hotels, attractions, venues) (A/I)
- Experience of generating income within the tourism and/or business events/invest sectors (A/I)

- Extensive business development experience, achieving against financial targets (A/I)
- Long term project planning skills, using strategy while being able to balance reactive activities (A)
- Requires in-depth knowledge of working in the tourism industry/ experience in a commercial setting (A)
- Experience of managing a small team (A/I)
- Knowledge of LCR's key sectors including digital, innovation, tourism/hospitality, advanced manufacturing and health and life sciences and an understanding of the wider LCR market (A/I)

Desirable

- Knowledge of LCR DP (A)
- Account Management experience using CRM systems (A)
- Report and Bid writing experience (A)

Skills/Abilities

Essential

- Highly effective communication skills (written and oral) at a senior level. (A/I)
- Skilled negotiator – converting enquiries into income (A/I)
- Confident networker with powerful presentation skills (I)
- Account Management skills – able to maximise opportunities from existing clients/partners (A)
- Cold-calling new businesses and identifying new revenue streams (A)
- Able to produce accurate reports for senior management (A)
- Proven financial and budgetary forecasting (A/I)

Desirable

- Strong ICT skills e.g., PowerPoint (A)
- Existing network of engaged visitor economy businesses (A/I)

Commitment

Essential

- Due to the nature of the role, the post-holder might be expected on occasion to work unsociable hours and/or weekends (A/I)

Desirable

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