

**Job Description**

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| **Job Title:** | Head of Commercial |
| **Team:** | Finance & Commercial |
| **Classification:** | Senior Manager |
| **Reports to:** | Director of Finance & Commercial |
| **Classification of Line Manager:** | Director |
| **Number of Direct Reports:** | 5 |

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| **Job Purpose** |
| The West Midlands Growth Company plays an important role in supporting with the delivery of the West Midlands Combined Authority’s Local Industrial Strategy. Our primary purpose is to attract investment, jobs, visitors and business to the West Midlands region. We are committed to promoting the area as a leading place to invest, do business and visit, working in partnership with Local Enterprise Partnerships, Councils, Growth Hubs, Universities, Chambers of Commerce and the private sector. Birmingham 2022 was a golden opportunity not just for the West Midlands but for the UK. With a third of the world’s population tuning in, this was a chance to show that post-EU Exit Britain is open for business, support economic recovery from COVID-19 and to provide a shop window for Britain’s economic engine. Now it is time to make the most of that Halo Effect with our Corporate and Hospitality partners to drive greater engagement to increase numbers of partners, level of partner and reach, across the region. Sports and MICE – A significant amount of engagement and FAM visits have happened across both Sports and MICE over the course of the Commonwealth Games so now is the time to ensure build excellent relationship management with these contacts and take necessary actions to ensure that when they finalise plans for their next event we are top of their list as the place to be.Convention Bureau – this is a service offered by WMGC to any business to who wants to hold an event in the region. WMGC earn commission from both the event and accommodation booked through our Bureau.KEY PURPOSEWorking collaboratively across the company, this role will be responsible for planning, managing and delivering the non-shareholder revenue target for the business as well as using the network to facilitate business expansions across the region. |

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| **Our people and our offices** |
| West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employment practices will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes. West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status. We believe that it is in the company's best interests and of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all. To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate. This is a remote working opportunity until a date is agreed for the West Midlands Growth Company workforce to return to the usual place of work at Baskerville House, Birmingham.Our priority is to keep all our employees safe and well during this time. We will be working remotely for the foreseeable future, and we are doing everything we can to ensure all our employees can enjoy a comfortable remote working space. |

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| **Main responsibilities and key activities** |
| * Take a lead role in planning and developing the programme of work to successfully deliver the commercial partner revenue target for campaigns and conferences and exhibitions.
* Lead the entire Commercial Partners Programme, working collaboratively with the team and marketing to develop a compelling, regional, commercial offer which engages partners and provides value, insight, expansion leads and helps delivery of the company mission.
* Working collaboratively with the Finance and Commercial Director and CEO, manage the delivery of the Partnership Event Programme in association with the marketing, communications and projects teams.
* Work across the programme to ensure professional and seamless delivery of partner benefits, enabling cross integration across all parties and maximising efficiencies to leverage and grow the Partnership in line with business expectations.
* Work with the Zoho Lead to develop the CRM system so that it is an effective tool to monitor, evidence and communicate partner benefits. Ensure data is accurate and up to date at all times.
* Lead the development and growth of the Convention Bureau, ensuring the right processes and staff are in place to maximise association and conference revenue to the business, working with marketing to maximise revenue opportunities from digital channels.
* Build strong, strategic relationships with key commercial partners across the region, covering both the corporate and tourism sectors.
* Lead and manage both the Sports and MICE teams to ensure that they deliver the necessary KPI’s for the Business And Tourism Programme benefits realisation and that agreed strategies are being implemented and successful
* Leverage relationships to sign-post expansion leads to the Inward Investment team.
* Work dynamically across the region to ensure the company remains in high regard by both the public and private sector, striving to deliver additionality to partners.
* Work closely with the leadership team at the West Midlands Growth Company to ensure consistent and effective achievement of company objectives, providing flexible support to ensure project/financial targets are achieved.
* Develop a strong performance management framework for staff, ensuring teams have strong development and professional growth programmes, as well as an effective framework to deliver revenue and company targets.
* Mentor and support other team members as required to aid collaboration and the development of a strong, supportive company team dynamic
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| **Dimensions** |
| **Travel**: Mainly across region - attendance at UK & International(Rarely) events**Programme team structure:** TBC**Budget responsibility: Management of budget and reporting** – Delivery of at least £750k Commercial income in 23/24 with ongoing annual increases**Key relationships: Private sector partners, Sport and Major Event organisers, Internal & External stakeholders** |

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| **Key Skills and Competency Requirements (EXAMPLE BELOW – PLEASE COMPLETE AS APPROPRIATE FOR EACH ROLE)** |
| **Area** | **Essential**  | **Desirable** |
| **Qualifications** | * Must be educated to degree level or equivalent.
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| **Skills and attributes** | * Ability to generate a strategic market approach, to maximise revenue opportunities and commercial partnerships.
* Excellent leadership, stakeholder management and negotiation skills
* Excellent inter-personal and team working skills, with a proven ability to motivate, enthuse and drive individuals
* Commercially aware, credible and able to build relationships with senior staff across the region.
* Results-led, dynamic individual not afraid to ‘roll-up’ their sleeves to ensure delivery of targets.
* Excellent communication and presentational skills, with the ability to communicate ideas, issues, plans and procedures successfully at all levels to a variety of audiences.
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| **Knowledge and experience** | * Highly experienced in sales generation, with a minimum of 5 years’ experience.
* Experience and ability to ‘close’ a sale, with evidence of managing and growing strong accounts.
* Knowledge and demonstrable usage of ‘soft’ sales techniques to grow revenue.
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| **OUR VALUES** |  |
| **TRUST** | Trusted Delivery Partners | We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise. |
| **RESPECT** | Opinions Matter | We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly. |
| **LEADERSHIP** | We all lead by example | We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes. |
| **WELLBEING** | Health, growth and inclusivity | We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy, and happy, developing a growth mindset. |

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| **Prepared by:** |
| **Name** | **Job title** | **Date** |
| P Abercromby | Finance and Commercial Director | 11/10/2022 |