



## JOB DESCRIPTION

<b>Job Title:</b>	Commercial Partnerships Lead
<b>Team:</b>	Commercial Partnerships & SRM
<b>Classification:</b>	Lead
<b>Reports to:</b>	Head of Commercial Partnerships & SRM
<b>Classification of Line Manager:</b>	Head of
<b>Number of Direct Reports:</b>	0

### Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

Working as the Commercial Partnerships Lead, you will:

- Supported by the Head of CP&SRM, lead the development of a commercial strategy for special events including UKREiiF, MIPIM and WM Tourism Awards, in line with the new Economic Development Vehicle.
- Support delivery of the sponsorship strand for the Regional Investment Summit 2025.
- Develop a commercial partnership package for UKREiiF and MIPIM 2026.
- Manage the overall acquisition and sponsorship fulfilment of confirmed partners to achieve WMGC's minimum target of £220k (UKREiiF) and £60k (MIPIM).
- Manage the sponsorship fulfilment of confirmed partners (secured by third-party supplier) for WM Tourism Awards 2026.

### 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 employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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 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.

### Main Responsibilities and Key Activities

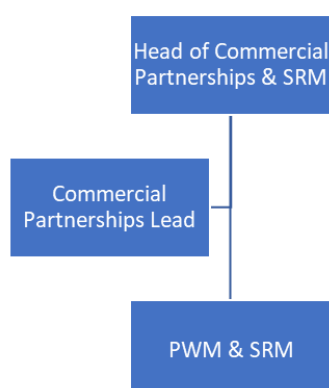
1. Supported by the Head of CP&SRM, lead the development of a commercial strategy for special events including UKREiiF, MIPIM and WM Tourism Awards. The strategy will include minimum commercial income targets for each special event to be agreed by WMGC's Leadership Team, with an additional £100k commercial income target.



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2. Support the Head of CP&SRM in the delivery of commercial partnerships for the Chancellor's Regional Investment Summit 2025, taking place in Birmingham in October.
3. Partnership Recruitment UKREiiF and MIPIM.
4. Onboard existing partners already confirmed for 2026.
5. Proactively reach out and acquire new partners who are already a member of PWM.
6. Proactively reach out to non-PWM companies identified by WMGC to recruit as necessary.
7. Manage the overall acquisition and sponsorship fulfilment of confirmed partners to achieve WMGC's minimum target of £220k (UKREiiF) and £60k (MIPIM).
8. Sponsorship fulfilment for Tourism Awards 2026:
  - Support third-party supplier responsible for securing sponsorship for the 2026 awards.
  - Work with a third-party supplier to onboard sponsors for 2026.
  - Oversee sponsorship rights fulfilment.
9. Customise sponsorship packages for all special events, tailored to the needs of specific partners, with support from WMGC team.
10. Sponsorship Fulfilment across all special events:
  - Act as the primary liaison for confirmed sponsors, ensuring seamless communication and support.
  - Ensure sponsors are well-informed about their role and visibility at the event.
11. Delivery of Rights:
  - Ensure smooth, effective and successful delivery of all agreed rights to all Partners, pre, during and post event – to include pre panel briefing sessions.
12. Evaluation:
  - Complete a post event evaluation and full report back to WMGC on completion and feedback of all Partners on sponsorship of WM attendance and delivery of rights.

### Team Structure





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### Key relationships:

- **Capital Investment**
- **Tourism**
- **Wider organisation when required**

### Key Skills and Competency Requirements

Area	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to degree level or equivalent</li></ul>	<ul style="list-style-type: none"><li>• Evidence of proactive professional development, further relevant qualifications or certifications.</li></ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"><li>• Strong negotiating skills with the ability to influence commercial decisions at the highest level.</li><li>• Ability to clearly articulate partnership goals, building rapport, and facilitating collaboration with commercial partners and stakeholders.</li><li>• Excellent strategic thinking – a proven ability to achieve successful commercial outcomes by leveraging relationships within large corporate companies.</li><li>• Excellent relationship management skills.</li><li>• Excellent inter-personal and team working skills, and a proven ability to form strategic partnerships.</li><li>• Demonstrable leadership skills, including the ability to motivate, enthuse, coach and drive individuals to high performance.</li><li>• Excellent communication and presentational skills, with the ability to communicate ideas, issues, systems and procedures successfully at all levels to a variety of audiences.</li><li>• Demonstrable self-starter, capable of thriving in a fluid, results-driven environment.</li></ul>	<ul style="list-style-type: none"><li>• Evidence of success in developing high-level strategic commercial plans and initiatives.</li></ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"><li>• Significant experience of developing and executing successful commercial partnership initiatives including achieving ambitious commercial income targets.</li><li>• A deep understanding of market dynamics, competitive landscapes, and potential partnership opportunities.</li><li>• A strong grasp of business operations, financial principles, sales and marketing tactics, and the ability to assess risks and rewards.</li><li>• Up to date knowledge on key trends, prevalent and emerging commercial models, and drivers of commercial advantage and opportunity for companies operating in the West Midlands.</li><li>• Proven ability to successfully navigate (and deliver outcomes) in a multi-stakeholder / delivery partner environment.</li></ul>	<ul style="list-style-type: none"><li>• An advanced understanding of the regional private sector and political landscape, both regionally and nationally.</li><li>• Experience working at national or international trade events.</li></ul>



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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 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.

Prepared by	
Suzie Norton	Date: 16.07.25
	Job Title: Head of Commercial Partnerships & SRM