

## Job Description

<b>Job Title:</b>	Head of Commercial Partnerships and SRM
<b>Team:</b>	Finance and Commercial
<b>Classification:</b>	Head of
<b>Reports to:</b>	Director of Finance and Commercial
<b>Classification of Line Manager:</b>	Director
<b>Number of Direct Reports:</b>	8/9

### Job Purpose

The **Head of Commercial Partnerships and SRM** will be responsible for

- developing and implementing commercial strategies that accelerate growth and income for the company in our various partnership offerings. Conducting market research and analysis to create and implement detailed business plans on commercial opportunities (expansion, business development etc.) Lead and manage the team to deliver a consistent quality of service to all partners
- leading the delivery of a Top 500 SRM programme for the region's largest and most important employers on behalf of wider regional stakeholders. The intent is to create a new regional function which can deliver a highly professional and sustained relationships, enabling WMGC, The Mayor, WMCA, Local Authorities to better service the needs of large employers and therefore protect jobs, generate growth, and increase regional investment.

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practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.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

## **Commercial Partnerships**

Create and develop a commercial strategy that brings together the multiple partnership offerings into a coherent proposition

Manage and drive partnership sales activity according to company goals and objectives aiming to accelerate growth and income

Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.)

Ensure high standards of business development by reviewing and updating the acquisition plan of all partner categories to ensure growth by sector and region as required

Ensure high levels of engagement with all partners and ensure agreed benefits are delivered consistently and to agreed quality service levels

Collaborate with and coordinate diverse teams as necessary (marketing, inward investment, tourism and other workstreams etc.)

Monitor performance of commercial activities using key metrics and prepare reports for senior management

Work with the Finance and Commercial Director to set target and budgets for the year for the Commercial Partnerships

Lead and inspire the team, set clear direction and accountability, ensure high performance, create a culture of continuous personal development

## **SRM**

**SRM Operational Oversight:** Oversee a direct report SRM delivery team as well as having 'dotted line' functional oversight of the SRM relationships delivered by the WMGC Investment Sector Team and Partners West Midlands partnership programme. It is expected that the role will also directly manage a portfolio of priority SRM relationships.

**Systems & Processes:** Lead the further development and refinement of SRM systems and processes. These will continue to be honed and developed through close working relationships with colleagues in the WMGC BI/CRM team. Align both PWM and SRM systems and processes for efficiency and consistency.

**KPI Delivery and Accountability:** Be accountable for the delivery of agreed service levels. Collaborating with colleagues and harnessing the WMGC CRM system a robust set of measures will need to be agreed, monitored and reported.

**Business Insight/Intelligence:** Oversee the collection and dissemination of the high value business insight which will result from this programme. Working with Business Intelligence and Communications colleagues to ensure that this information is fully leveraged and communicated effectively to stakeholders and that actions are followed up.

**Partners West Midlands:** Provide the operation oversight of PWM engagement programme. Ensuring that it is aligned with the wider SRM programme and delivered in a similarly robust and structured way.

**Department of Business & Trade Liaison:** DBT will fund some of the delivery of this programme. It is therefore important that the Head of SRM take a key role in managing this partnership and achieving agreed service levels.

**Leadership:** Set clear business and personal objectives for direct reports and ensure they take ownership/accountability for their own personal development plans.

## Dimensions

**Travel:** Mainly within the region but may be required outside of the region on occasion

Head of Commercial Partnerships currently has 3 reports

Sponsorship Account Manager

Partners West Midland Account Manager – Real Estate

Partners West Midland Senior Business Development Exec – Visit and Meet

**Budget responsibility:** Delivery of at least £500k of Partnership income – Sponsorship income still TBC

**Key relationships:**

All private Sector Partners

Local Authority and West Midlands Combined Authority contacts

Leadership Team and Extended Leadership Team

Commercial team

SRM Portfolio Companies.

Department of Business and Trade

## Key Skills and Competency Requirements

Area	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Proven experience as commercial director/head of commercial or other relevant role</li> <li>• Proven experience in sales and/or marketing and managing relationships with key partners</li> <li>• In-depth understanding of market research methods and analysis</li> <li>• Solid knowledge of performance reporting and financial/budgeting processes</li> <li>• Professional qualification or relevant degree, or equivalent experience in private or public sectors</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of continuous professional development</li> </ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"> <li>• Excellent communication / relationship management skills</li> <li>• Able to work in a fast-paced environment and manage multiple projects, self-motivated and deadline-driven</li> <li>• Used to working in different markets</li> <li>• Commercial awareness partnered with a strategic mindset</li> <li>• Excellent organisational and leadership skills</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on developing others - coaching and mentoring approach</li> <li>• Creative approach and thinker</li> <li>• Matrix leadership within a complex environment</li> </ul>

	<ul style="list-style-type: none"> <li>• Outstanding communication and interpersonal abilities</li> <li>• A credible with the ability to lead a team, form a new function and build high quality external relationships at a senior level.</li> <li>• Strong understanding and interest in business and the economic drivers.</li> <li>• Data confident: Excellent analytical skills with proven ability to understand issues quickly, simplify complexity and provide insight and recommendations.</li> <li>• Purpose Driven: Seeking to make a difference to the WM regional economy.</li> </ul>	
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Proven track record of delivery of securing six figure sum Corporate Partnerships</li> <li>• Experience of developing complex corporate partnerships comprising multiple budgets, deliverables/activations and key contacts</li> <li>• Excellent written, presentation and pitching skills</li> <li>• Strong networker and influencer with a passion for building partner relationships at all levels</li> <li>• Demonstrable experience of developing a SRM function within a business.</li> <li>• Private Sector experience, ideally aligned to at least one of the five WMGC strategic sector groups.</li> <li>• Experience of developing and leading a successful, delivery focussed teams.</li> <li>• Experience of working with multiple external stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a public/private sector environment</li> <li>• An understanding of the West Midlands business representative and support ecosystem.</li> </ul>

<b>Our values</b>	
<b>Trust – Trusted Delivery Partners</b>	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.

<b>Respect – Opinions Matter</b>	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
<b>Leadership – We lead by example</b>	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.
<b>Wellbeing – Health, growth and inclusivity</b>	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.

<b>Prepared by:</b>		
<b>Name</b>	<b>Job title</b>	<b>Date</b>