



## JOB DESCRIPTION (JD) AND EMPLOYEE SPECIFICATION (ES) Manager Template

<b>JOB TITLE:</b>	Commercial Implementation Manager		
<b>GRADE:</b>	G13	<b>SERVICE AREA:</b>	Transformation and Digital
<b>JOB CODE:</b>	EEC25COMMG13		
<b>REPORTS TO:</b>	Director – Place & Environment	<b>LOCATION:</b>	Civic Centre
<b>SPECIAL CONDITIONS:</b>	<ul style="list-style-type: none"> <li>This post is covered by the Government’s Code of Practice on the English Language Fluency Duty for public sector workers.</li> </ul>		

*At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council’s vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential. As leaders of people, managers will:*

- Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;*
- Embrace change and strive for improvement continuously;*
- Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;*
- Challenge the status quo, enable and empower, act with integrity.*
- Together, they will deliver services that the people of Walsall will be proud of.*

### **1. Corporate duties and accountabilities:**

- The post holder will comply with and promote the Council’s Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.
- A priority for the Council is the protection of vulnerable people, ensuring they are able to live as independently as possible. The post-holder will promote and engage with Council’s responsibility to safeguard the welfare of children, young people and adults, and protect their right to be safe from harm.
- Through personal commitment and clear action, the post-holder will promote the Council’s employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community involvement. To support/develop a working culture within these services that reflects the corporate vision.

- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

## **2. Main purpose of the job role:**

- To be the council's responsible Officer for delivering a commercial strategy and work programme by exploring, developing and implementing new commercial ventures and investment opportunities to support the council's Proud programme, corporate and financial objectives.
- To manage multiple commercial projects and operations on behalf of the council within agreed tolerances and ensure appropriate systems are in place to protect the council.
- To develop and coordinate a cultural change programme with an aim to improve the way that the council approaches commercial activities across all areas of council.

### **Key Metrics**

**The delivery targets for benefits are:**

- £2.6M in 2021/22**
- £10.9M in 2022/23**

## **3. Role specific duties and accountabilities:** *please refer to [role of the manager](#) detail or advice & guidance document*

### **Horizon Scanning**

- Forward planning of major projects within a 5 to 10 year timescale, and ongoing management of additional services
- Exploring, developing and implementing commercial ventures and investment opportunities.
- Engage with external organisations, networks and forums to ensure the council is up to date with the latest trends within the public sector commercialisation agenda.
- Work with internal and external stakeholders to identify opportunities, inspire ideas and provide advice and guidance to develop current and future service activity.

### **Leading People**

- Work closely with service directors to enable a business-like ethos in which they actively shape excellent services.

- Work with internal and external stakeholders to identify, inspire and provide advice and ideas to the Council, supported by robust and detailed analysis of existing events, current service activity and future service demand.
- Ensure that senior managers and Members are kept fully informed and supported in decision making through the use of well researched, evidenced and appropriately detailed reports on commercial opportunities.
- Lead and advise on all major projects to project board, Councillors, committees, local organisations, senior management and contractors.
- Lead on the set up and management of any new companies that sit under the council's holding company.
- Lead on multimillion pound commercial projects working with a range of stakeholders across the council to review existing approaches to commercialisation within the organisation.
- Lead and motivate managers within the organisation to ensure a developed understanding and approach to being more commercially minded.
- Responsible for leading the cultural change programme in relation to commercial opportunities and income generation.
- Successfully manage the delivery of projects outside of own line management control using a matrix management model.

### ***Managing Resources***

- Responsible for reviewing the Council's income and commercial policy and developing a delivery strategy.
- Responsible for commissioning reviews, which explore the range of delivery models for all services. Work with service managers, ensure that the costs and benefits of alternative delivery models are fully understood and take a lead role in project managing implementation.
- Continually manage and oversee the delivery of the income generation and commercial programme, using stakeholder, risk, financial and programme management to track progress against key milestones and take action accordingly. Manage escalating project issues, and report via regular update to senior managers and Members.
- Lead the project management of major commercial projects to ensure mechanisms are in place to manage risks and issues so that the business case is delivered.
- To be responsible for the development and delivery of a communications, events and training programmes to ensure managers have a thorough understanding of the organisation's commercial strategy and the skills to deliver against the Council's objectives.
- Responsible for identifying and leading on the implementation of opportunities that may be realised by setting up local authority trading companies (LATCos).

- Responsibility for commissioning IT systems required to deliver/support income.

### ***Managing Performance***

- Ensure all projects are kept within specified tolerance for times, quality and cost in line with the Council's project management methodology
- To be accountable for exploring and developing new opportunities and partnerships that maximise surplus income and efficiency opportunities.

### ***Managing Self***

- Demonstrate commercial behaviours and skills within the organisation, building a positive reputation for the Council's Commercial Strategy with internal stakeholders.
- Ensure all activities comply with the General Powers of Competence contained in section 1 of the Localism Act 2011.

## **4. Key Stakeholders and reporting lines**

Reporting line

To the Director – Place & Environment

**Internal Stakeholders :** Executive Directors, Directors and Heads of Services  
 All Elected Members  
 Trade Unions  
 Proud Income Generation Working Group

**External Stakeholders :** Contractors and suppliers  
 Representatives of external/outside bodies  
  
 Members of the Public  
 Government Departments  
 Statutory Bodies  
 IT and other systems providers



JOB TITLE: Commercial Manager	GRADE: G13	
Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> refer to corporate behaviours document		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	A/I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	A/I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	A/I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	A/I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	A/I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
This post is covered by the Government's Code of Practice on the English	I	3
To influence and lead people at all levels in the organisation	A/I	3
Ability to influence policy and practice and manage change, influencing other professionals to adopt new ways of working	I	3
Demonstrate effective communication skills with the ability to relay complex information to those at varying levels of understanding	I	3
Demonstrate the ability to develop and maintain collaborative working	I	2
Effective budget management skills	A/I	3
Strong leadership skills	I	3
A good understanding of working within a political environment	I	2
Ability to write and present reports, strategies and action plans	I	3

Track record of successfully managing a team	I	2
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
Strong Commercial development skills and experience	A/I	3
Matrix management – experience of successfully managing the delivery of projects outside of own line management control	A/I	3
Extensive experience in conducting commercial negotiations at senior management level with delivery partners and customers	A/I	3
Extensive experience of transformation and cultural change	A/I	3
Demonstrate specialist knowledge of commercialisation and culture change in a large organisation	A/I	3
Knowledge and experience of the wide range of commissioning and service delivery models	A/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Educated to degree standard in a relevant discipline (E.g. business and Management or similar) preferably with appropriate postgraduate and/or professional qualifications in one or more of these relevant areas.	A	
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
<b>Prepared by:</b>	David Brown / Caroline Brom	<b>Date:</b> June 2021