

## **Job Profile**

**Job Title:** Business Development Manager (Registrars)

**Job Grade:** Level 4, Zone 1

**Salary Range:** £43,004 - £49,131

### **About Camden**

Camden is somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. We're home to the most important conversations happening today and making radical social change a reality, so that nobody gets left behind. Here's where you can help make a better future for us all by embedding and furthering the role of culture and creativity in transformation of place, and people's lives whether as audience, participant, maker, or producer.

We're a high performing Registration Service that sits within the Customer Services Division in Camden Council. We're at the forefront of enabling customers to access all of our services online in the registration industry, and deliver our services from our beautifully refurbished Old Town Hall in the heart of Kings Cross, opposite St Pancras International Station. The service registers approximately 10,000 births and 2,400 deaths, naturalise over 1,500 new citizens, and conducts over 1,200 weddings and other civil ceremonies.

### **About the role**

The post holder will lead and manage a team of front line staff providing excellent customer service in a consistent, efficient and customer focussed manner. Primarily the post holder will focus on business development and manage registration and sessional officers. They will undertake the statutory duties and responsibilities as stipulated by General Register Office (GRO) regulations including meeting all key performance indicators and ensuring custody of district records. The post holder will support the service manager in developing and managing the council's registration and nationality services providing statutory and non-statutory services, whilst focusing on efficient use of resources to maximising income generation for the council.

You will help us to develop our outstanding wedding and civil partnership offer for Camden, using your skills in marketing and social media to promote Camden as the premier civil ceremonies location in London. You will market and promote the Council's Weddings/Civil Partnerships to local, regional and national audiences, generating a sense of prestige, which also recognises the vibrancy of Camden and its residents. You will build connections that lead to increased volumes of civil ceremonies, helping us to achieve our ambitious income generation targets. You will develop marketing and business development strategies, to promote our "TietheKnot" brand recognition, and develop a powerful social media presence, review current market trends in order to propose new business ideas that drive service improvements, capitalising on our grade II listed Old Town Hall in the heart of London. You must be passionate about providing outstanding customer service.

You will bring a suite of skills centred on marketing and communications campaigns for civil ceremonies and other events. You'll be expected to build great relationships with stakeholders, seek new opportunities along with making informed recommendations for service growth. You will enhance the service's visibility and public image by developing and implementing a communications strategy, including website management. You'll be using a variety of marketing communications tools and channels to deliver the business' message to the general public, both directly and through the media.

## **About You**

- You can lead, manage and motivate your team to become empowered and enabled, effectively deliver all service objectives; ensure coaching, appraisal and management systems are embedded, and relevant HR procedures are adhered to.
- You can keep all aspects of the service under review; supporting, challenging and working with staff to identify and exploit opportunities to improve services for customers, increase income to the Council and reduce service costs
- You are able to lead on the development, implementation and on-going delivery of the technical aspects of the registration process in accordance with the requirements of the General Register Office (GRO) and Camden priorities as defined corporately and in the service plan. The role will provide expert technical advice and the delivery of the Superintendent Registrar duties activities as instructed by GRO.
- You will liaise directly with professional services within the assigned service area/s and project deliverables to ensure successful provision of front line service, according to quality and quantity targets agreed with the Registration Service Manager. Regularly evaluate and assess the operational working of the service alongside the Service manager to successfully deliver a rolling programme of service improvements.
- You have the confidence to approach the right stakeholders and partners and make recommendations or decisions early on and continually, throughout the development of new business opportunities.
- You have a critical eye and can identify areas of improvement, and will look for opportunities to grow our business, through partnerships and new initiatives, analysing the effectiveness of our current marketing strategy and developing new strategies.
- You take responsibility for the development of websites, brochures, advertising, social media, marketing campaigns and promotional offers. You act as the primary website contact for the service, managing and updating the website, developing ways to increase our digital offer and income potential.
- You have an understanding of market segmentation and can effectively pitch marketing products to the rich and diverse society of Camden, resulting in increased volume of civil ceremonies and service take-up across the board.
- Through your media networks, you will be able to land coverage in relevant media publications and social media sites to extend our marketing reach and profile.
- Excellent written and oral communication skills, organisational and administration skills including competency with Word, Excel, Outlook and relevant database packages.
- Knowledge and experience of analysing data, feedback and measuring impact that improves the marketing offer and reach.

**Work Environment:**

The role will require office working with the ability to work from home working, and some working in the community. The post holder will be required to attend evening and weekend events.

**People Management Responsibilities:** direct line management for registration officers and weekend registration staff

- To lead and manage staff, including recruitment and selection, induction, ongoing staff coaching and development and performance management. Manage and monitor workflow to ensure efficient distribution of resources to fulfil service requirements.
- Ensure that systems are in place to effectively monitor and report on performance against key targets together with customer feedback. Collate, analyse and report management information, including monitoring and investigating complaints, and implementing any requirements to improve customer care as a result.
- Work in conjunction with the team managers to identify and plan resource requirements to meet service needs, including the allocation of staffing resources and minimise customer waiting times. Ensure appropriate appointments are made available to meet GRO service delivery KPI's.

**Relationships:**

## Internal:

- Network broadly across the Council and particularly with professional service leads to maintain awareness of changes in agenda, approach or restrictions on service delivery and be prepared to adjust front line service delivery accordingly.
- Work in collaboration with internal stakeholders and develop excellent working relationships with internal departments such as Communications team to promote services.
- Work closely with stakeholders, licensed venues, wedding suppliers, and wedding publications. They will also work with officers from other areas of council service e.g., communications, web team, and design teams. You will cultivate relationships with media partners as well as cultivating positive working relationships with press and media partners.
- Secures and acts on insight into customers, citizens, services and communities and ensure the service growth agenda meets these demands.

## External:

The General Register Office and Home Office  
United Kingdom Visa & Immigration  
Local hospitals and burial societies  
The coroner's services

Officers in other Registration Districts  
Members of the General Public  
Contact with staff at approved venues

### **Over to you**

We're ready to welcome your ideas, your views, and your help to reach and engage existing, new and diverse audiences.

### **Is this role politically restricted?**

This role is not politically restricted

### **Diversity & Inclusion**

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

### **Agile working**

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK ([www.HireMeMyWay.org.uk](http://www.HireMeMyWay.org.uk)). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

### **Asking for Adjustments**

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at [resourcing@camden.gov.uk](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG.