**Job Profile Information: Commercial & Ceremonies Manager**

**This supplementary information for Commercial & Ceremonies Manager is for guidance and must be used in conjunction with the Job Capsule for**

**Level 4, Zone 2, Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

The role involves increasing income for the Registration service and The Council, increasing market share of civil ceremonies and Home Office business, whilst seeking new opportunities for growth.

A focus on income maximisation and service growth meeting set income targets and making informed recommendations for new business and commercial opportunities. The post holder will play an important role in the marketing services provided, especially the wedding service and develop and implement commercial strategies to increase service income.

You will enhance the service’s visibility and public image by developing and implementing the 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.

The role is initially offered on a 9 month fixed term contract and the post holder will investigate the longer-term growth and funding model for the service.

**Example outcomes or objectives that this role will deliver:**

* Develop commercial resource plans including staff, systems, and infrastructure to achieve effective commercial outcomes. Encourage ideas, improvements and measured risk-taking to deliver better approaches and services.
* Develop options for business cases, including articulating associated benefits and producing preferred recommendations for service growth which result in increased revenue streams. Involving the right stakeholders and partners in making recommendations or decisions early on and continually throughout the development of new business opportunities.
* To work with partners in the local authority, Home Office, General Register office, coroners and the local community to improve customers’ access to and experience of council services.
* Understand and identify key commercial risks across the department and ensure that these are robustly managed.
* Identify areas of improvement and make recommendations for change, leading on improvement projects that arise from these recommendations. Review and analyse commercial development opportunities for registration services.
* Have responsibility for development of websites, brochures, advertising, on-pack promotions, marketing campaigns and briefing documents. Act as the service primary website contact, managing and updating the website, developing ways to increase digital offer income potential.
* Look for opportunities to grow a business, whether through partnerships or new initiatives, and work to take advantage of those opportunities. Analyse the effectiveness of the current marketing strategy and develop new strategies to increase civil ceremonies booking and make recommendation for improvements.
* Assist with the formation of annual business plans and any required action plans and raise the profile of Camden Registrations service, whilst ensuring all SLA’ and KPI’s are delivered. Assist in continual modernisation of registration services, analysing registrar’s business scope, planning promotional events, facilitating site tours, presenting at conferences and other similar events.
* Undertake project management and liaise directly with professional services to ensure successful provision of front line access according to quality and quantity targets agreed with the Registration Service Manager.

**People Management Responsibilities:**

Limited management responsibility but you may be asked to manage staff on an ad-hoc basis

**Relationships;**

* The post holder will network broadly across the Council and particularly with service leads to maintain awareness of changes in agenda, approach or restriction on service delivery.
* Regular communication with the Service Manager and maintaining good working relationships with external stakeholders and key partners to support service delivery.
* Liaising with the service leadership team for advice and details about service delivery, whilst being able to adjust communication and stakeholder management style accordingly.
* Communicating with customers, citizens, services and communities to secure and gain insight, ensuring the service growth agenda meets these demands.
* Build trust as a leader through demonstrating personal credibility and relationship skills. The post holder will act as a role model for securing positive commercial outcomes across the department and promotes commercial awareness.

**Work Environment:**

The job is largely office based, currently at the old town hall but will shortly move to the Crowndale centre and BMA House located in Tavistock Square and other locations as and when required.

The role is based in a busy front-line service; as such the post holder will be required to manage changing and conflicting priorities. The service currently registers in excess of 10,000 births, 2,300 deaths and conducts in excess of 1,350 civil ceremonies per year. The post holder is also required to work to statutory deadlines e.g. governing the submission of returns to the General Register Office.

The post holder will be required to work some evenings and weekends.

**Technical Knowledge and Experience:**

* Experience in project and risk management.
* Ability to build strong relationships with different departments within the council and external partners to make sure everyone is working to achieve commercial targets
* Experience in marketing and building strong commercial frameworks and plans for business growth
* Analytical thinker and commercially minded
* Able to interpret and present information in a clear and concise way.
* The post holder must drive forward service improvements, be seen as a champion of continuous improvement and be proactive in the promotion and implementation of new ideas for the modernisation of the Registration Services.

**Desirable:**

* Understanding of relevant legislation relating to Registration Services
* Knowledge of procedures and guidelines set by the Home Office and the Office of the Immigration Services Commissioner

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

•Deliver for the people of Camden

•Work as one team

•Take pride in getting it right

•Find better ways

•Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>