



Candidate Information Pack



Commercial Partnerships Manager

Introduction from the Director of Planning



Firstly, thank you for your interest in the position of Commercial Partnerships Manager at Cheltenham Borough Council.

This is an important and exciting appointment for Marketing Cheltenham and I am looking for a candidate who has a passion for making a difference and will strive to achieve the aims of Marketing Cheltenham.

From humble beginnings, but with a strong ambition, Marketing Cheltenham has developed great successes over the past year. Cheltenham Borough Council's ambition is to grow it to become an organisation that promotes Cheltenham as one of the best towns in the UK to visit, work, study and invest. Cheltenham aspires to be a place where everyone thrives – to be one of the UK's most 'liveable' towns, with residents and visitors alike inspired by our culture, food, public spaces, education and the diversity and quality of accessible experiences. Marketing Cheltenham's remit is to encourage more visitors to the town, get them to stay longer and support the local tourism, hospitality and leisure economy. This, in turn, will support economic growth – new jobs, business creation – and culture for the continued benefit of local people.

In 2016 Cheltenham Borough Council and The Cheltenham Tourism Partnership (which includes Cheltenham BID) launched a strategy to grow Cheltenham's visitor economy by 5% year-on-year. The target for success is to reach a value of the tourism economy of £177 million by 2021. For more detail about our strategy and how it will be achieved please visit www.marketingcheltenham.co.uk

I wish you all the best in your application.

Tracey Crews

Director of Planning

Cheltenham Borough Council

For industry

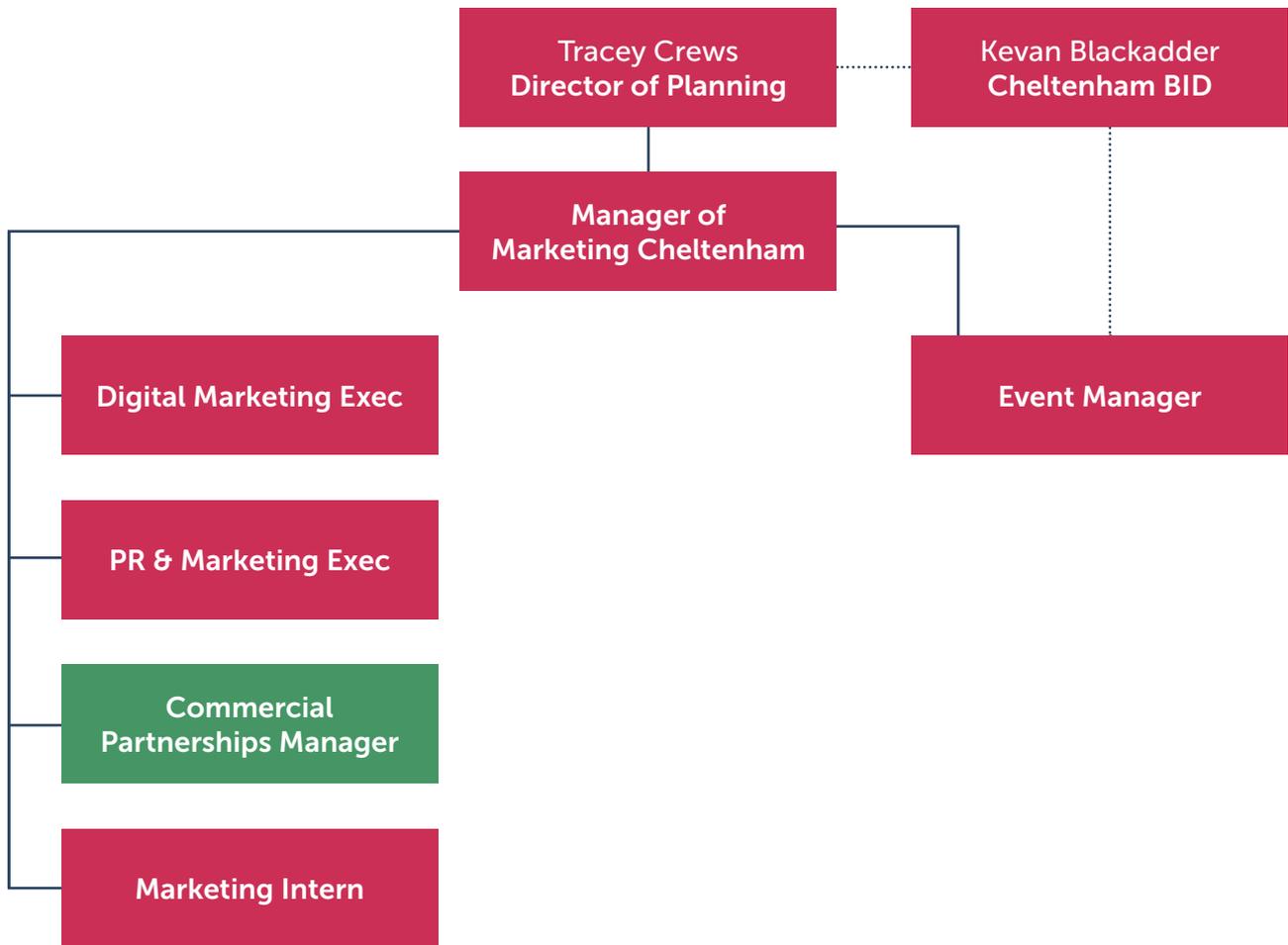
www.marketingcheltenham.co.uk  @marketingchelt

For consumer

www.visitcheltenham.com  @visitchelt  @visitcheltenham  VisitCheltenham



Marketing Cheltenham Staff Structure



Commercial Partnerships Manager

Contract: Fixed term to 31 July 2021

Salary: £34,793 to £38,844

About the Job

Marketing Cheltenham was launched as a new initiative by Cheltenham Borough Council in November 2017 in collaboration with Cheltenham Business Improvement District (BID) and other major partners. This is helping us to deliver the Council's place making and growth agenda and we have ambitious plans to raise the profile of Cheltenham as a great place to visit, work, invest and study.

The Commercial Partnerships Manager will play a crucial role in developing and managing memberships and other regular income streams for Marketing Cheltenham. Building on the work that began with the launch of a new membership scheme in April 2018, this role will expand to encompass advertising revenue generation, town event sponsorship and inward investment partnerships. You will work to clear targets for delivery with a focus on the commercial objectives of Marketing Cheltenham and managing the relationships of Marketing Cheltenham members.

This role has a wide remit so it is essential that you are a creative and resourceful person.

The Marketing Cheltenham team will work between Cheltenham BID and the council's Municipal Offices, together with agile/mobile working due to the nature of the role.

The role is initially fixed term to the end of the current BID term; however, subject to success, it is envisaged there will be an ongoing need for the role.

Commercial Partnerships Manager

This is what we need you to do...

Relationship management and sales

- Selling appropriate advertising, sponsorship and membership packages to support the needs of businesses including:
 - VisitCheltenham tourism services
 - Advertising packages including digital and other Marketing Cheltenham channels
 - Cheltenham Borough Council/Cheltenham BID Event sponsorship
- Developing and maintaining relationships with members to understand their needs to ensure they are getting the most out of their membership and to ensure they understand the value of the service
- Promoting both Marketing Cheltenham and joint Marketing Cheltenham/Cotswold Tourism packages
- Liaising with the Cheltenham BID and Chamber of Commerce to ensure collaborative working, cross promotion of services and upselling of Marketing Cheltenham services

Communication

- Work with the marketing team to create membership promotional literature as required
- Work with the marketing team to create and distribute regular business-to-business email updates to members about research, industry news, events
- Set up and coordinate regular networking meetings including the Tourism Partnership Meeting, Large Hotels meeting, Marketing Cheltenham forum and other forum/networks as required

- Professionally present to potentially large groups of people representing Marketing Cheltenham in an appropriate manner
- Deputise for the Manager of Marketing Cheltenham as required

Process management and reporting

- Creation of annual plan and quarterly sales targets which will be agreed with the Manager of Marketing Cheltenham
- Responsible for financial management of Marketing Cheltenham memberships and advertising/sponsorship income streams working closely with Cheltenham Borough Council accounts team
- Production of annual reports for members presenting return on investment including bookings, web traffic referrals, social media engagements, media coverage etc
- Keep an up to date database of members which includes all product and contact details
- Carry out regular reviews of member benefits and bring forward new opportunities to expand the commerciality of the members service, keeping the service fresh and innovative
- Meet regularly with Cotswolds Tourism to support and develop joint membership and income streams

Other

- Manage the Tstats process ensuring member input
- Ensure businesses are aware of training opportunities
- Advise businesses on quality standards and other awards to retain appropriate certification and accreditation

Commercial Partnerships Manager

General

- Present our work in line with the Marketing Cheltenham brand and in the context of the council's place vision
- Stay abreast of the latest thinking around destination marketing and membership management
- Support and work with other team members, Cheltenham BID, Cotswolds Tourism and others as required across the Council
- Take on any other additional duties which may reasonably be required within Cheltenham Borough Council
- Be flexible in hours of working, including evenings and where required weekends
- Demonstrate a commitment to personal and professional development

Education & Qualifications

- Related discipline to degree level appropriate to the remit of the role, or equivalent by experience

Experience and skills

Essential

- At least three years working in a partnership/ membership management or sales role
- Experience of building and managing membership schemes, networks and relationships
- Experience of advertising, fund raising and/or sponsorship sales
- Ability to engage with a wide range of people face-to-face
- Experience of delivering and achieving targets
- Experience of managing financial records and monthly reporting
- Demonstrable computer literacy and IT skills including Microsoft Office and PowerPoint or similar
- Excellent verbal and written communication, including report writing and presenting material to a range of audiences
- Accomplished analytical and problem-solving skills with good attention to detail
- Self-motivated and able to see tasks through to a successful conclusion, including meeting challenging deadlines where necessary

Desirable

- An understanding of the Cheltenham culture and cultural offer
- Understanding of quality standards in the hospitality industry
- Experience of working in the visitor economy sector

Commercial Partnerships Manager

Benefits

Holiday

The holiday leave year runs from 1st April to 31st March. Holiday entitlement on joining the council will be 25 days pro rata in addition to pro rata bank holidays. The entitlement increases to a maximum of 30 days as follows:

- At year 1 – increases to 26 days (pro rata)
- At year 2 – increases to 27 days (pro rata)
- At year 3 – increases to 28 days (pro rata)
- At year 4 – increases to 29 days (pro rata)
- At year 5 – increases to 30 days (pro rata)

Pension

You will enter the Superannuation Scheme automatically on appointment with appropriate deductions from salary. You may opt out of the scheme at any time by completing the relevant form and forwarding this to the Human Resources Division. A copy of the scheme booklet can be accessed by visiting the pension pages of Gloucestershire County Council's website.

Sickness

The council sickness scheme is intended to supplement statutory sick pay and incapacity benefit so as to maintain normal pay during defined periods of absence on account of sickness, disease, accident or assault. Sickness payment under the scheme is based on local government service and is as follows:-

- During the 1st year of service one month's full pay (and after completing four months' service) one month's full pay and two months' half pay.
- During the 2nd year of service two months' full pay and two months' half pay.
- During the 3rd year of service four months' full pay and four months' half pay.
- During the 4th and 5th years of service five months' full pay and five months' half pay.
- After 5 years' service six months' full pay and six months' half pay.

Other benefits

- Subsidised parking
- Employee welfare service
- Enhanced maternity scheme
- Paternity leave
- Smart working – laptops, mobile phone, potential for remote and home working
- Flexitime scheme
- Potential to buy and sell annual leave