

## ROLE DESCRIPTION

|                                  |                                 |
|----------------------------------|---------------------------------|
| <b>Job Title</b>                 | Commercial Partnerships Manager |
| <b>Salary Band</b>               | SCP 51-55                       |
| <b>Reporting to</b>              | Head of Partnerships & Growth   |
| <b>Directorate</b>               | Place                           |
| <b>Service Area and sub area</b> | Transport                       |
| <b>Team</b>                      | Partnerships & Growth           |
| <b>Political Restriction</b>     | No                              |

### **1. Primary Purpose of the Post**

The Partnerships and Growth service area supports passenger growth and delivers both fare box and non-fare box revenue growth with a focus on commercial opportunities and partnerships, accessibility and inclusion in transport services across the city region.

Reporting directly to the Head of Partnerships & Growth the Commercial Partnerships Manager is responsible for the delivery of high-value commercial opportunities across the transport network and will lead the strategy for income generation linked to Out of Home media (OOH), sponsorships and strategic partnerships.

Heading up the Commercial Partnerships team, this hands-on strategic role will develop and manage a range of assets working with specialist external agencies and delivery partners, supporting colleagues to identify and convert opportunities for commercial gain and work with transport operators, key stakeholders and clients to deliver high value partnership activity. Identifying new income streams, developing sales and sponsorship opportunities and successfully taking them to market are key deliverables of this role – helping LCRCA achieve significant commercial goals and ensure the reinvestment of funds back into the delivery of transport services across the city region.

Awarding and managing high value OOH advertising contracts is a major focus of the role, developing new processes and working with Procurement and Legal colleagues to ensure LCRCA's commercial position is protected. Ensuring that income generation, innovation and growth are delivered at all times, the role holder will be the exemplar of best practice in a new and fast developing area for the combined authority.

The role holder will be responsible for assessing and developing new income streams across the transport network including opportunities linked to major infrastructure projects, ancillary customer products, Active Travel schemes and wider CA projects and assets, ensuring commercial opportunities are assessed and considered through robust project gateway processes. The role will be responsible for commissioning external valuation and viability services through specialist agencies and ensuring recommendations, ROI and risks

are provided to a senior level to support the decision making on delivery of major infrastructure projects.

In addition to commercial targets and a growth in opportunities, the role will need to champion the alignment of commercial activity alongside the values and ethics of LCRCA, minimising reputational risk and ensuring commercial partnerships deliver real value and represent and support LCR communities. This includes the management of related advertising policies, ethical screening, social value and constructive engagement with commercial partners and sponsors.

As a senior role within the Partnerships and Growth service area the role will work closely with colleagues to help embed further commercial thinking across LCRCA departments and teams, leading the introduction of new processes, technology and innovation and the development of a strong external partner network, with the aim of generating income, achieving value or providing services that will reduce costs and reliance on the public purse.

## **2. Your responsibilities**

- Lead the identification, development, and execution of non-farebox related commercial opportunities across the transport network, including out-of-home (OOH) advertising, sponsorships and strategic partnerships.
- Responsible for driving the income generation strategy to develop and deliver to ambitious commercial targets aligned with LCRCA's growth and reinvestment goals.
- Manage a portfolio of high-value commercial advertising contracts with external national sales agencies, delivery partners, and internal stakeholders to maximise income potential for LCRCA, including the development of a digital-first portfolio of assets.
- Oversee all aspects of contract management, ensuring compliance with procurement and legal standards while protecting LCRCA's commercial interests.
- Develop and implement robust processes for assessing new income streams, including infrastructure-linked opportunities e.g new stations, Active Travel projects and ancillary customer services/products.
- Lead on the delivery of the bus fleet advertising contract, managing the tender process and ensuring an alignment with the future pipeline for transport provision, where increases in patronage are maximized via the OOH asset portfolio.
- Manage compliance linked to areas like Planning and Health & Safety for the development of the asset portfolio, working closely with LCR authorities to ensure a consistency of approach, whilst maintaining and protecting a commercial advantage for LCRCA.
- Ensure there is a target for increasing the portfolio of (digital) assets across the full transport network, working with operators to develop and grow the portfolio and proposition to the market.
- Influence and achieve buy-in to commercial activity at a senior level within LCRCA, ensuring robust processes for assessing and flagging opportunities and risks.

- Deliver a suitable sponsorship strategy from development of assets through to go to market plans, acquisition of sponsors and ongoing account management of contracts.
- Understand key trends in the OOH and sponsorship space including innovation and engage with relevant industry experts and other transport authorities for knowledge sharing, benchmarking and other collaborative approaches that will drive commercial advantages for LCRCA.
- Account manage relationships with third party agencies to ensure contracts are maximized in terms of income potential and are fully compliant in terms of policies and sign off processes and manage and resolve issues relating to the non-delivery of contracted rights across advertising partners and operators.
- Support the delivery of major infrastructure projects by commissioning external valuation and viability assessments with specialist agencies, working closely with colleagues across project teams including the Assets and Infrastructure teams.
- Ensure all commercial activities align with LCRCA's values and ethics, managing reputational risk through ethical screening and application of advertising policies.
- Manage external suppliers for the provision of advertising support services, including vinyl wrapping, experiential activity support, branding, and installation of large-format advertising.
- Manage a process of Health and Safety compliance and sign off to allow the execution of campaigns in a compliant way that minimizes risk and allows income streams to be maximized.
- Foster a culture of commercial thinking across departments by supporting staff engagement, process innovation, and collaborative working, including leading on the co-ordination of a cross-department Commercial Delivery Group.
- Build and maintain strong relationships with transport operators, stakeholders, and sponsors to deliver impactful partnership activity.

### **3. General Corporate Responsibilities**

- Continuously demonstrating the behaviours of LCR First, Respect and Action Focused
- Managerial support of all direct reports and teams to ensure there is a robust process of performance management, collaborative working, reporting to targets and hitting project deadlines
- Regular dialogue and positive business relationship building with internal and external colleagues
- A data first approach to analysing performance, improvements and new opportunities across contracts
- Sharing knowledge and information with others
- Building personal and departmental credibility
- Ensuring customer focus, inclusion, income generation, cost saving and value for money are at the heart of decision making and implementation
- Deputise for the Head of Service as required and support with the provision of updates as needed



- As a member of our integrated multi-modal Transport Team, you will be customer-focused, collaborative, and act with urgency to help deliver a world-class transport offering to residents and visitors in the Liverpool City Region (LCR).
- All members of the Transport Team are expected to work collaboratively across all four service areas within the Team and, when required, undertake additional duties to ensure exceptional quality and delivery

#### **4. Recruitment Plan**

Competency Based Interview  
Assessment

## PERSON SPECIFICATION

**Job Title:** Commercial Partnerships Manager

| Criteria   |                                |               |
|--|--------------------------------|---------------|
| Qualifications and Training  | E = Essential<br>D = Desirable | Identified By |
| Professional qualification/degree required, Apprenticeship/NVQ Level 7   | E                              | A             |
| Experience and knowledge   | E = Essential<br>D = Desirable | Identified By |
| Proven ability to identify, develop, and execute non-farebox commercial opportunities across transport networks or similar portfolio.                                    | E                              | A,I           |
| Experience in driving income generation through out-of-home (OOH) advertising, sponsorships and strategic partnerships.  | E                              | A,I           |
| Expertise in developing and managing a commercially viable asset portfolio, working with project teams on infrastructure-linked opportunities and ancillary services.    | E                              | A,I           |
| Track record of delivering ambitious commercial targets aligned with organisational growth and reinvestment goals.   | E                              | A,I           |
| Skilled in managing high-value commercial advertising contracts with national sales agencies and delivery partners.  | E                              | A,I           |
| Strong understanding of contract management, including compliance with procurement and legal standards.  | E                              | A,I           |
| Experience in developing and managing a digital-first portfolio of assets to maximise income potential and an understanding of the needs and opportunities in the market | E                              | A,I           |
| Ability to implement robust processes for evaluating new income streams across a diverse portfolio of assets.  | E                              | A,I           |
| Experience in delivering and managing bus fleet and shelter advertising contracts.   | D                              | A,I           |
| Knowledge of planning and health & safety regulations and processes related to asset development in the public realm.  | D                              | A,I           |
| Experience of working with local authorities or within a similar complex governance environment whilst delivering to commercial targets.                                 | D                              | A,I           |



|  |          |            |
|--|----------|------------|
| Skilled in managing and nurturing relationships with external partners and internal stakeholders to support commercial objectives.       | <b>E</b> | <b>A,I</b> |
| Proven ability to work cross-functionally to ensure consistent and efficient delivery of commercial projects.                            | <b>D</b> | <b>A,I</b> |
| Experience in protecting commercial interests through effective contract oversight and compliance with legal and procurement frameworks. | <b>E</b> | <b>A,I</b> |
| Experience of implementing advertising policies and sign off procedures.   | <b>D</b> | <b>A,I</b> |
| Demonstrable experience in delivering sponsorships or strategic partnerships to deliver income and/or value to both parties              | <b>E</b> | <b>A,I</b> |

| <b>Skills and abilities</b>  | <b>E = Essential<br/>D = Desirable</b> | <b>Identified By</b> |
|--|--|----------------------|
| Proven ability to lead and manage commercial team and projects.                      | <b>E</b>                               | <b>A,I</b>           |
| Strong commercially focused approach to asset development                            | <b>E</b>                               | <b>A,I</b>           |
| Strong communication and negotiation skills.   | <b>E</b>                               | <b>A,I</b>           |
| Ability to build personal and departmental credibility with a range of stakeholders. | <b>E</b>                               | <b>A,I</b>           |

| <b>Personal Attributes</b>  | <b>E = Essential<br/>D = Desirable</b> | <b>Identified By</b> |
|---|--|----------------------|
| A clear understanding of LCRCA's stated values and ways of working and the ability to apply those behaviours. | <b>E</b>                               | <b>A,I</b>           |
| Ability to take a pragmatic approach to working solutions during negotiations with others.                    | <b>D</b>                               | <b>A,I</b>           |
| Willingness to develop innovative solutions.  | <b>E</b>                               | <b>A,I</b>           |
| Ability to balance achieving commercial targets within a values led organisation                              | <b>E</b>                               | <b>A,I</b>           |

**Key to Assessment Methods:**

|                        |                 |                  |                 |
|------------------------|-----------------|------------------|-----------------|
| KO – Knockout question | A - Application | P – Presentation | T - Test        |
| FQ – Filter Question   | I – Interview   | E – Exercise     | AC – Assessment |



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION