**Job Description**

**JOB TITLE: Commercial Manager**

**REPORTS TO: Head of Commercial**

**RESPONSIBLE FOR: Commercial Officer**

**SALARY BAND: C**

**TYPE OF CONTRACT: Full time, Permanent**

**HOURS OF WORK:** Such hours as are necessary to fulfil the duties. This will involve a minimum of 35 hours per week, and include work in evenings and weekends as required

**LOCATION:** 101 New Cavendish Street, W1W 6XH. Travel may also be required in the UK and abroad as necessary.

### JOB PURPOSE

The Commercial Manager will support the Head of Commercial and Commercial Director in the successful implementation of the Commercial Team’s strategic plan. This plan includes ambitious income targets from corporate partners, which will require collaborative cross team working and a flexible and entrepreneurial approach from all Commercial Team members.

**KEY RESPONSIBILITIES:**

**Managing Corporate Partnerships**

* Lead the account management of allocated corporate partners and build/maintain strong relationships with counterparts from these brands on behalf of the BPA, including:
  + Taking the lead in managing relevant partner meetings such as regular status meetings, strategy meetings, and objectives planning meetings
  + Ensuring corporate partners’ contractual rights are fulfilled. This could include, for example, the delivery of certain partnership activities such as athlete appearances, approving above the line and below the line partnership materials, and providing support for partner employee engagement or fundraising activities.
  + Ensuring relevant sponsorship fees and fundraising are received by the BPA from allocated partners in a timely manner
  + Develop partnership KPIs and deliverables, and work to track and report performance
  + Advising partners on how best to use their contractual rights and partnership with the BPA to achieve their goals
  + Cultivating relationships within corporate partners’ wider businesses to make their partnership with the BPA more effective e.g., Senior Leadership teams, Diversity & Inclusion teams, plus other relevant functions, and stakeholders
  + Attending partner workshops where there may also be a requirement to present.
* Play an active role in generating additional value in our corporate partnerships including;
  + Presenting and pitching new opportunities to existing partners to generate additional revenue for the BPA including digital content, bespoke events, and hospitality opportunities
  + Supporting the delivery of diversity and inclusion initiatives, including engaging Partners with the Beyond the Podium programme and supporting employee engagement activations in line with the BPA’s social impact aims
  + Play an active part in partnership renewals conversations in due course, including producing written proposals and participating in the negotiations and legal contracting process, supported by the Head of Commercial and/or Commercial Director.

**Games-Time Activities**

* Lead successful activations across the partner landscape for the Paris 2024 Games, which may include:
  + Managing a series of UK or Paris based partner engagement events
  + Working with both brand and agency contacts to deliver excellent partnership activations that support both the Partner and BPA objectives
  + Ensuring the timely and appropriate delivery of any contracted value-in-kind, which may include media space, software provision, team uniforms or other products
  + Creating and sharing activity reports with commercial team members based in other locations, and the wider BPA and Partner family.

**Maximising wider Commercial Opportunities**

* When required, support the BPA’s New Business Consultant and Commercial Director to generate additional income by feeding into the identification of prospects for the corporate pipeline, and sharing relevant case studies and insights from existing corporate partners
* When required, support the BPA’s Philanthropy and Commercial Manager and Head of Commercial to engage partners with fundraising activations that may be proposed from time to time. This may also include fostering introductions and networking opportunities, as well as fundraising events.
* Work with colleagues in both the commercial directorate and other directorates to ensure the successful delivery of the commercial team’s social impact project ‘Beyond the Podium’ and provide additional support and guidance in other diversity and inclusion programmes run more widely by the BPA.
* Develop areas of expertise that are relevant and useful for the entire Commercial Team and then to contribute insights and apply the expertise from these areas to support cross team activities and the Commercial Team’s objectives. This should include proactively seeking out, applying and sharing expertise on digital technologies and how they are being applied in the commercial marketplace, and may include a focus on CRM and data management, content strategies, and digital media partnerships.

**People Management**

* Line manage and develop a Commercial Officer to ensure their appropriate contribution to the successful achievement of the Commercial Team’s goals. This will include supporting them with tailored personal development opportunities.

**Being a Senior Member of the BPA**

* Act as a senior member of the Commercial Team, advising and contributing to wider team activity and representing commercial interests to the wider BPA as required.
* Due to the event-delivery nature of the organisation you may be asked to support wider activities of the BPA, for example, during the Games time.
* As a senior member of the BPA, help make the BPA a great place to work and adhere to our values of ***Excellence***, ***Respect*** and ***Integrity*** (see below).

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation through appropriate processes of consultation and the mutual agreement of both parties.*

**VALUES**

The British Paralympic Association is an organisation with unique responsibilities and roles. However, we will only achieve our ambitions by working with and through others, and by appreciation of where we fit within the wider sporting landscape.

This partnership working internally and externally is driven by three values highlighted in the BPA’s new 10-year strategy: Championing Change, 2022-2032. Strategic Plan for 2017/21. You will therefore adhere to:

***Excellence***– Everything we do reflects our ambition to be world leading. We care deeply about what we do and bring a flexible approach to our interactions with others. Like the athletes we support, we will always challenge ourselves and others to do better.

***Respect*** – Our relationships with each other, our partners and the wider community are based on respect, trust and a deep-seated belief in diversity, inclusion and the value of our differences.

***Integrity*** – We demand the highest standards from ourselves and others, seeking always to do the right thing and to engage with openness and transparency in all that we do.

**PERSON SPECIFICATION**

|  |
| --- |
| **QUALIFICATIONS**   * A degree or similar-level qualification, or equivalent working experience   **ROLE REQUIREMENTS**   * Due to its engagement with the ParalympicsGB teams and members of the public, an assessment process may be undertaken to determine whether or not the post-holder requires a DBS (Disclosure and Barring Service) List check   **KNOWLEDGE AND SKILLS**  **Essential**   * Proven experience of managing multifaceted partnership or sponsorship accounts * Proven experience of building long-term relationships with stakeholders * Excellent understanding of the sponsorship marketplace in the UK and ability to build a compelling offer to existing or potential clients * Excellent written and verbal communication and presentation skills * Ability to manage projects to a high standard * Excellent interpersonal skills to build successful project teams * Well-developed time management skills * Ability to manage budgets   **Desirable**   * Understanding of the national and international issues that impact on the BPA * Experience or understanding of using CRM data and other digital media in sponsorship * Experience or understanding of using partnerships to support diversity or other social impact objectives * Knowledge of charity fundraising and marketing campaigns * Passion for sport * Passion for promoting equal opportunities for disabled people * Line management experience   **BEHAVIOURAL COMPETENCIES AND QUALITIES**  **Essential**   * Innovative and self-assured, able to work alone and self-manage * Ability to build strong professional relationships and work within a team environment * Working with integrity and honesty to gain the confidence/respect of others * Committed, enthusiastic and motivated * Willingness and desire to entertain new ideas and seize opportunities * Willingness to accept and encourage constructive challenges |

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and may be amended from time to time in the light of the changing needs of the organisation through appropriate processes of consultation and the mutual agreement of both parties.*