



## Commercial & Promotional Manager - Role Profile

<b>Title: Commercial &amp; Promotional Manager (CPM)</b>	<b>Business/Department: UKTram/LRSSB</b>	<b>Reports to: Managing Director</b>
<p><b>Purpose:</b>          Manage the Commercial activities of UKTram including the promotion of Light Rail and UKTram. Lead in the promotion of Light Rail for members and all promotion of the benefits Light Rail can bring to towns and cities to LEP's (Local Enterprise Partnerships), councils, authorities, developers and investors. Promote UKTram and its work to raise its profile and that of any UKTram subsidiary companies (e.g. Light Rail Safety and Standards Board - LRSSB), Nationally and Globally.</p> <p>The CPM will ensure that all Commercial and Promotional based work streams are delivered in a professional and timely manner to the appropriate statutory and business bodies, as well as the internal Commercial of UKTram including the Board, Executive and internal management structure within UKTram.</p> <p>The CPM will be responsible for researching any new innovations in the Commercial areas of the industry, promoting the developing Innovation test track at Long Marston and publicising the trialling and success of any new innovations.</p>		
<b>Key Accountabilities:</b>	<b>Key Measures of Performance:</b>	<b>Person Specification:</b>
<p><b>Commercial Manager</b></p> <ul style="list-style-type: none"> <li>• Planning and implementing UKTram's Commercial strategy/policy in the short to medium term</li> <li>• Manage the promotion of the Industry and raise the profile of UKTram, Nationally and Internationally</li> <li>• Ensure the commercial/promotional element of UKTram is delivering the best service for members.</li> <li>• Manage the responsibility of social media, advertising and building commercial revenue streams in accordance with the</li> </ul>	<p><b>Delivery Function:</b></p> <ul style="list-style-type: none"> <li>• Monitor and participate in Commercial/Promotional based Working Groups and report update and progress to the Managing Director.</li> <li>• Work with UKTram's subsidiary company LRSSB on Light Rail Safety and Standards where required.</li> <li>• Involvement in UK and International events representing the UK and promoting light rail and UKTrams work streams and development</li> </ul>	<p><b>Able to be flexible, which will include working away and remote working.</b></p> <p><b>Demonstrate / Role Model</b></p> <ul style="list-style-type: none"> <li>• Professional</li> <li>• Safety conscious</li> <li>• Member focused</li> <li>• Approachable</li> <li>• Reliable</li> <li>• Team worker</li> </ul>

<p>development direction of UKTram and the industry</p> <ul style="list-style-type: none"> <li>• Manage the relationship with commercial partners who supply media and communication services to UKTram (and its subsidiary companies)</li> </ul> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Liaise with Managing Director and equivalent UKTram Managers and LRSSB staff accordingly</li> <li>• Maintain a liaison with ORR (Office of Rail and Road), RAIB (Rail Accident Investigation Branch) with regard to industry Commercial matters.</li> <li>• Build UK and International branding and reputation of UKTram</li> <li>• Present to LEP's (Local Enterprise Partnerships), councils, authorities, developers and investors</li> </ul> <p><b>Coordination &amp; Liaison</b></p> <ul style="list-style-type: none"> <li>• Attend industry based seminars, meetings and participate in UK, European and International event forums.</li> <li>• Work with UKTram members Commercial Managers, Business Managers, Promotions Managers, to enhance industry engagement and Best Practice/knowledge transfer and sharing for promoting and developing the industry.</li> <li>• Take a lead on digital technology development in the marketing and promotional field and the impacts on Commercial practices for members</li> <li>• Oversee development of educational, promotional profile enhancing material such as videos, literature, brochures, blogs and posts.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback UK and International developments and work streams to members via the UKTram Executive</li> <li>• Promote Light Rail to towns and cities to LEP's (Local Enterprise Partnerships), councils, authorities, MP's, developers and investors</li> </ul> <p><b>Membership Engagement</b></p> <ul style="list-style-type: none"> <li>• Take a holistic view of performance and measure engagement, positive attitudes and input from members.</li> <li>• Ensuring members see the direct impact of their performance and involvement and how this contributes to continuous development of the industry.</li> <li>• Be passionate about member engagement across the business and promote company initiatives</li> <li>• Manage and maintain stakeholder and member relationships at Commercial level</li> </ul> <p><b>Continuous Improvement Culture &amp; Fit for the Future</b></p> <ul style="list-style-type: none"> <li>• Demonstrate how you monitor the performance of UKTram's Commercial department to members and develop good working relationships with the direct reports, colleagues, staff and members so you can offer ideas and plans to optimise membership value.</li> <li>• Embrace the continuous improvement of the industry and developing improvements across the Commercial aspects of the industry</li> <li>• Identify faults and work with colleagues and other departments to resolve industry issues</li> </ul>	<p><b>Essential Skills</b></p> <ul style="list-style-type: none"> <li>• Light Rail Commercial/Promotional/Marketing expertise</li> <li>• Stakeholder engagement and managing views / needs (both internal and external)</li> <li>• Meet time commitments and deadlines or negotiates accordingly</li> <li>• Experience of implementing a range of change management and process improvement activities</li> <li>• Able to develop and implement goals and strategies based on broader industry goals</li> <li>• Relevant light rail industry experience (preferably 5 years within an Commercial/Promotional/Marketing department)</li> <li>• It is essential that you have at least 3 years in a Management capacity.</li> <li>• A full driving license is required for the role.</li> </ul> <p><b>Personal Skills</b></p> <ul style="list-style-type: none"> <li>• Proactive attitude with a strong level of ownership</li> <li>• Manage priorities effectively with enough flexibility to respond to changing needs and requirements</li> <li>• Excellent verbal and written communication skills</li> <li>• Able to give and receive feedback effectively</li> <li>• Able to develop and sustain relationships at all levels</li> <li>• Acts on own initiative and able to take a creative, innovative approach as well as work as part of a team</li> <li>• Brings a pragmatic and commercially focussed approach to customer solutions</li> </ul>
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<p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>• Manage and report on the key deliverables for Commercial related tasks. Reports to the UKTram MD, Executive and member organisations.</li> <li>• Make presentations to relevant industry sectors on work streams progress and developments</li> <li>• Ensure any potential areas for development of new Light Rail systems, extension opportunities or commercial and promotional possibilities are reported to the MD and Executive in priority order.</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Advanced use of Microsoft Office on a regular basis.</li> <li>• Lead on the analysis of the industry data to identify the 'target areas' for future focus to the UKTram Executive via the Managing Director.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote Light Rail and UKTram/LRSSB's benefits to the wider world.</li> <li>• Ensure company missions and work streams are maintained in relevant working groups</li> </ul>	<ul style="list-style-type: none"> <li>• Role model great personal leadership skills and possess high levels of integrity</li> <li>• Great work ethic including an excellent sickness record and disciplinary record.</li> <li>• Proactive continuous professional development.</li> <li>• A knowledge and understanding of TPG (formerly RSP2) and associated Tramway Guidance, knowledge of Tramway terminology are all key attributes required for this role</li> <li>• Willingness to travel, plan and co-ordinate meetings</li> </ul> <p><b>Location and Working arrangements</b></p> <ul style="list-style-type: none"> <li>• Ability to work from home or remotely</li> <li>• Be able and willing to work away from home overnight when required</li> <li>• Attend the UKTram office (Birmingham) at least one day per week</li> <li>• Holding a valid passport will be a requirement</li> </ul>
<p><b>Scope:</b> Ensure the evolving needs of UKTram and its members are satisfied by communicating and working with members and Management, our Stakeholders (Department for Transport) and statutory bodies and associations (ORR, RAIB, RIA, UTG, UITP etc.) and expedite work to both enhance membership, relationships and meet our organisational and Commercial related objectives.</p>		

**Salary:** £50,000-60,000 dependent on experience.

**Contract:** 3 year fixed term

**Secondments considered, subject to arrangements.**

**Application closing date:** 31<sup>st</sup> December 2018

**Apply with CV to:** careers@uktram.co.uk