

LONDON BOROUGH OF LEWISHAM

JOB DESCRIPTION

Designation:	Marketing and Sponsorship Lead	Grade:	PO5
Reports to (Designation):	External Communications Manager	Grade:	SMG1
Directorate:	Chief Executive	Section:	Communications and Engagement

Main Purpose of the job:

- To develop a marketing, sponsorship and income generation strategy for Lewisham Council, seeking to maximise income from advertising, sponsorship and other commercial activity from its assets, including events.

Summary of Responsibilities and Personal Duties:

- Drive revenue growth through strategic income generation initiatives, negotiations, and effective collaboration with service areas to deliver projected outcomes and maximise revenue.
- Provide advice and expertise on sponsorship and marketing to support Council programmes, events and initiatives.
- Manage and enhance high-level relationships between the Council and local businesses, partner organisations and others to secure commercial opportunities for the Council.
- Set and achieve ambitious revenue targets, consistently monitoring progress and adjusting strategies as needed to meet or exceed expectations.
- Provide regular reports on commercial activities, highlighting key performance indicators, challenges, and opportunities. Conduct thorough analysis to inform strategic decision-making.
- Ensure that all commercial activities adhere to relevant legal and regulatory standards. Stay informed about industry compliance requirements and work to mitigate potential risks.
- Market advertising and sponsorship opportunities using effective, value for money marketing tools and techniques.
- Think creatively to come up with fresh, innovative ideas to generate income for the Council.

- Lead on procurement activities and other negotiations to ensure effective contracts are in place that supports the council's income generation and wider objectives.
- Directly manage contracts and SLAs across a broad range of services and commercial relationships.
- Ensure partnerships and commercial arrangements are compatible with the Council's values and will benefit local residents and businesses.
- Use new and existing contacts to build strong partnerships with key local, regional and national funders, as well as commercial relationships that benefit the Council and its residents.
- Maintain a database of potential/current sponsors to ensure a consistent and joined up approach to income generation across the organisation.

Internal Contacts: These include the Chief Executive, Executive Directors, Directors, Heads of Service, Communications and Engagement Team, Mayor's Office, Mayor, Councillors and Cabinet Members, colleagues with elements of sponsorship in their role.

External Contacts: Commercial partners from a wide variety of backgrounds; local residents; representatives from the Council's partner organisations.

To carry out the duties of the post with due regard to the Council's relevant codes and procedures.

All employees are required to participate in the Council's appraisal system and to undertake appropriate training and development identified to enhance their work.

Undertake other duties, commensurate with the grade, as may reasonably be required.

Consideration will be given to restructuring the duties of this post for a disabled postholder.

THIS JOB DESCRIPTION MAY NEED TO BE AMENDED BY THE DIRECTORATE TO MEET THE CHANGING NEEDS OF THE SERVICE.

Number of fully managed staff: 2

Title: Senior Design and Brand Officer (PO4) Design and Brand Officer (PO3)

Number of partially managed staff: 0

PERSON SPECIFICATION

JOB TITLE: Marketing and Sponsorship Lead

POST NO:

DEPARTMENT: Communications and Engagement

GRADE: PO5

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

Please ensure that Equality and Diversity issues are addressed specifically in relation to the role for which you are applying when addressing the requirements of this person specification where appropriate.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

Knowledge

- Knowledge of challenges and issues facing the public sector and in particular local government. (s)
- Knowledge of the sponsorship and marketing landscape and opportunities (s)
- Knowledge of opportunities and approaches to seeking sponsorship and commercial methods, tactics and channels (s)

Skills

- Excellent communication and presentation skills
- Ability to think creatively to come up with fresh ideas and solve problems
- Ability to gather and interpret market data
- Excellent organisational skills
- Excellent customer service and sales skills
- Good influencing and persuasion skills

Experience

- Proven track record in generating commercial income in a large complex organisation, with a successful history of meeting or exceeding revenue targets(S)
- Proven track record in seeking additional revenue opportunities by identifying new markets and opportunities (S)
- Sales prospecting, lead generation and nurturing experience

- Bringing income generating products to market
- Meeting governance requirements particularly contract governance in large, complex organisations
- Account management experience
- Working as part of a team and under pressure
- Experience using sales tracking software

Professional Qualification and Education

N/A

Equality & Diversity

Continuously seeks ways to harness the opportunities presented by the diverse workforce and community

Personal Qualities

- A drive to find new and creative ways of increasing commercial activity, sponsorship and income.
- Self-motivated and results-oriented with the ability to work independently and as part of a team.
- Ability to work to conflicting deadlines in a highly pressurised environment, switching tasks and priorities as the situation demands.
- A positive, confident and determined approach
- The ability to build and maintain relationships with potential clients

Circumstances

Must be able to work flexibly to meet the demands of the job, including occasional out of hours working.

DBS Disclosure Required? No Basic Enhanced

(Tick as appropriate – guidance available from your HR Advisor)

Physical

Generally candidates must meet the standard Lewisham requirements for the post