

Title of post:	Commercial Manager
Reporting to:	Head of the Circular London Programme
Key contacts:	Businesses within London, local authorities and the Greater London Authority and national and international clients (which may be cities or businesses).
Period:	Permanent
Hours:	Full time (37 hours per week)
Location:	The officer will be based at the LWARB's Offices at 69 Wilson Street, London EC2A 2BB with flexible home working. Travel to events and meetings across London, UK and Europe may be required
Job Grade & Salary:	Grade 9 Salary £57,637 - £63,660
Annual leave:	30 days per year plus bank holidays
Pension:	Employer contribution up to 4% to match employee contribution

Main purpose of job

LWARB is a partnership between London Councils and the Mayor of London. LWARB's business plan for 2020 – 2025 places the reduction of London's consumption-based emissions of CO₂e at its core – aiming to reduce them by identifying leverage points that will enable an accelerated and just transition to a circular economy. To reduce consumption-based emissions, LWARB will place a renewed emphasis on activities that reduce waste and increase recycling. Our Business Plan sets out our work programme for the next five years and includes the objective of becoming financially sustainable at the end of this period by generating third party funding and commercial revenue.

The Commercial Manager will be responsible for identifying and closing commercial revenue opportunities. Currently identified opportunities include:

- a directory of circular economy businesses and products and services for use by London boroughs and citizens
- a training academy to build capacity in the circular economy initially in London boroughs and potentially beyond
- accreditation for businesses and practitioners
- consultancy services to London boroughs, businesses and other cities in the UK and internationally

Other commercial opportunities will arise as the demand for circular economy solutions and capabilities continues to grow.

Consistent with LWARB's Business Plan and commercialisation strategy, the Commercial Manager will lead sales efforts and develop commercial propositions which leverage LWARB's unique relationships and positioning, including innovative solutions to promote the circular economy. Working with Senior Management Team members and the broader LWARB team, the individual will lead origination, qualification, sales and commercial aspects of delivery. She or he will also develop and manage relationships and partnerships, identify and mitigate risks and evaluate benefits.

The Commercial Manager will also be involved in selling and pricing consulting engagements to local authorities, businesses and other clients (including UK and international cities) and developing and implementing a system to evaluate client and partner satisfaction to help us learn, fine tune propositions and refine the commercialization approach.

The mindset and client focus of the Commercial Manager will act as a role model for the change management required for LWARB to adopt commercial behaviours and increase our impact.

Key tasks and responsibilities

Business Development:

- Proactive engagement with partners gaining commitment, generating plans and building commercial relationships
- Develop further the existing commercial strategy and plans and engage with relevant stakeholders as identified in the strategy and, where appropriate, support Advance London, our programme of support to SMEs, in securing funding
- Leadership of commercial proposition creation and delivery, opportunity origination and qualification and Bid support
- Design and development of toolkits and methodologies to facilitate the rapid scaling up of activities
- Leading the design and delivery of workshops and events to promote the organisation, develop business and build relationships
- Liaison with external consultancy support (including sub-contractors) where necessary

- Represent the programme in relevant external, events as required

Knowledge Sharing

- Learning from projects and continually refining commercial propositions based on LWARB's innovation and unique capabilities
- Design and develop tools to support sales and increase value
- Support external communications and branding to ensure that it is consistent with the commercial strategy
- Support the development of commercial skills within the wider LWARB team

Building a Commercial Culture

- Lead the continued development, monitoring and implementation of the commercial strategy and its refinement as a result of experience
- Ensure that the systems and processes align with our commercial intent and client focus
- Role model commercial behaviours and coach and mentor staff

Other Duties

- To undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job;
- Carry out all tasks and allocated work within agreed timescales and budgets.

Specific education or training requirements

No specific education required.

Knowledge, skills and experience

	Essential	Desirable
1. Deep understanding of the concepts and application of Circular Economy principles	X	
2. Experience of originating and selling complex, multi-stakeholder propositions and projects	X	
3. Experience in building commercial capability within an organisation	X	
4. Experience of developing and activating corporate partnerships	X	

5. Ability to lead and manage multiple concurrent projects	X	
6. Excellent communication skills including formal presentations, workshop delivery and report writing	X	
7. Excellent understanding of the drivers of value in long-term relationships and propositions	X	
8. Experience of managing complex accounts and originating and closing commercial propositions and consultancy engagements	X	
9. Excellent networking skills	X	
10. Knowledge of one of the food, plastics and textiles sectors		X
11. Experience of working with senior business leaders, politicians and officials	X	
12. Experience of developing and implementing capacity building and training programmes, accreditation and thought leadership		X
13. An understanding of equality of opportunity, valuing diversity and the ability to translate this into action	X	

Competencies

Competency	Description
Seeing the big picture	Ensure relevant issues relating to commercialisation are effectively fed into strategy and big picture considerations
Seeing the big picture	Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies
Setting direction	Encourage and recognise a culture of initiative and innovation focused on adding value – give people space and praise for creativity
Setting direction	Provide constructive challenge to senior management on change proposals which will commercial activities
Making effective decisions	Analyse and evaluate data from various sources to identify pros and cons and identify risks in order to make well considered decisions.
Leading and communicating	Confidently engage with stakeholders and colleagues at all levels to generate commitment to goals
Collaborating and partnering	Confidently engage with stakeholders and colleagues at all levels to generate commitment to goals
Building capability for all	Establish and drive intra and inter team discussions to learn from experience and adapt organisational processes and plans
Achieving positive outcomes	Work effectively with different organisations such as boroughs, private sector and voluntary and community groups to commission and source solutions to achieve policy and organisational goals
Achieving positive outcomes	Understand the commercial drivers that will influence a private or third sector organisation and the levers that can be used in negotiating/influencing contractual arrangements
Achieving positive outcomes	Be able to recognise and understand the commercial tools such as pricing models, open book accounting, supply chain management that commercial experts can deploy to extract value from contracts
Achieving positive outcomes	Question and challenge the value being delivered through commercial arrangements with delivery partners
Delivering value for money	Achieve the best return on investment and deliver more for less on specific budgets by managing resources and maximising the use of assets
Delivering value for money	Balance policy aspiration and delivery, outline risk and benefits of different options to achieve value for money ensuring all submissions contain appropriate financial information
Managing a quality service	Exemplify positive customer service behaviours and promote a culture focused on ensuring stakeholder needs are met