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| <b>Directorate:</b>                       | Commercial  |
| <b>Job Title:</b>                         | Commercial Development Manager (Commercial Marketing) |
| <b>Grade:</b>                             | SEO   |
| <b>Location:</b>                          | Shannon Court, Liverpool                              |
| <b>Reports to Post No / Title:</b>        | Head of Commercial Development (Commercial Marketing) |
| <b>Line Management:</b>                   | No  |
| <b>Security Clearance level required:</b> |   |

## Job Description

### About the Department:

DBS was established under the Protection of Freedoms Act 2012 on 1 December 2012, operating from two sites, Liverpool and Darlington. We operate on behalf of government delivering Disclosure functions in England, Wales, Jersey, Guernsey and the Isle of Man, and Barring functions for England, Wales and Northern Ireland.

We operate in the complex world of safeguarding alongside our multi agency partners. Safeguarding means protecting people's health, wellbeing and human rights, and enabling them to live free from harm, abuse and neglect.

We provide a service that enables organisations in the public, private and voluntary sectors to make better informed, safer recruitment and other decisions. We do this by providing information to enable them to determine whether individuals are unsuitable or unable to undertake certain work, particularly with occupations involving regular contact with vulnerable groups, including children.

DBS has a number of strategic priorities:

1. Provide high quality, reliable, consistent, timely and accessible services for our customers.
2. Embrace technology to drive improvements to the quality of our work.
3. Develop a talented and diverse workforce that understands how their contributions help to achieve our objectives.
4. Build a flexible, vibrant and contemporary workplace where our staff will be able to do their jobs using modern ways of working that are smart and which promote OneDBS.
5. Raise awareness of the DBS and the services we offer, keeping people informed through our communications, to increase public understanding and confidence in our organisation.
6. Be a respected and trusted organisation, working with our partners to play an influential role in the environment in which we operate.



## Job Purpose:

The Job Purpose of the Commercial Development Manager (Commercial Marketing) is to:

1. Support DBS marketing development to meet the economic, social and environmental strategic aims of OneDBS.
2. Contribute to the delivery of the annual SMART *marketing, events and campaigning objectives* of the DBS Commercial Department's Marketing Plan.
3. Contribute to the delivery of the annual SMART *marketing, events and campaigning activities* of the DBS Commercial Department's Marketing Plans so that the internal and external marketing of DBS and the events it holds becomes not only up-to-date but also fit-for-purpose.
4. Contribute to the organisation-wide socialisation and networking of the Commercial Department and its mission to make the DBS more business-like and competitive by instilling marketing, events and campaigning experience, skills and knowledge across the DBS, through robust commercial development advice and guidance that communicates the best practice principles of brand strategy, market analysis and evaluation, digital strategy, client relationship management and customer journey mapping.
5. Contribute to the provision of appropriate marketing, events and campaigning appraisal methodologies and performance delivery information system reporting.
6. Contribute to the provision of an annual organisation-wide Commercial Training and Development programme to up-grade DBS officer skills and knowledge on marketing, events, products and services programme management, individual project assessment, feasibility and best practice preparation and delivery.



## Corporate Duties:

The Corporate Duties of the Commercial Development Manager (Marketing) would be to:

1. Contribute to the delivery of the DBS Commercial Marketing, and Products and Services Plans and their aims, objectives, and activities.
2. Contribute to the provision of marketing, events and campaigning development and delivery advice and guidance across the DBS to ensure that SMART marketing and events objectives are used to promote commercial proposals and projects *externally* and that best value is achieved *internally* by use of up to date and fit for purpose marketing and events policies, procedures and practices.
3. Contribute to the dissemination of new and existing marketing, events and campaigning development and client and customer analysis and evaluation for commercial development opportunities in current and emerging business growth sectors.
4. Contribute to the provision of business development and commercial marketing, events and campaigning development advice and guidance embedding both DBS governance oversight requirements and best practice methods so that the realisation of organisational commercial opportunities meets legislative, regulatory and other appropriate scrutiny regimes.
5. Work effectively and efficiently as part of the DBS Commercial Marketing Team with the Head of Commercial Development (Marketing) and other Team members
6. Contribute to the provision of monitoring of and reporting on any budget activities that are part of the Head of Commercial Development (Marketing) job role.
7. Contribute to the provision of production of commercial marketing, events and campaigning performance management information to determine appropriate KPI targets for inclusion within overarching DBS Strategies and contribute to the delivery of productivity plans.
8. Contribute to the provision of appropriate performance appraisal methodologies so that the DBS can use to ensure its marketing activities focus on initiatives that will meet both organisational and wider government strategic gains.
9. Contribute to the provision of the maintenance, updating and dissemination of a rolling analysis of key business partners, individuals, marketing, events and campaigning.



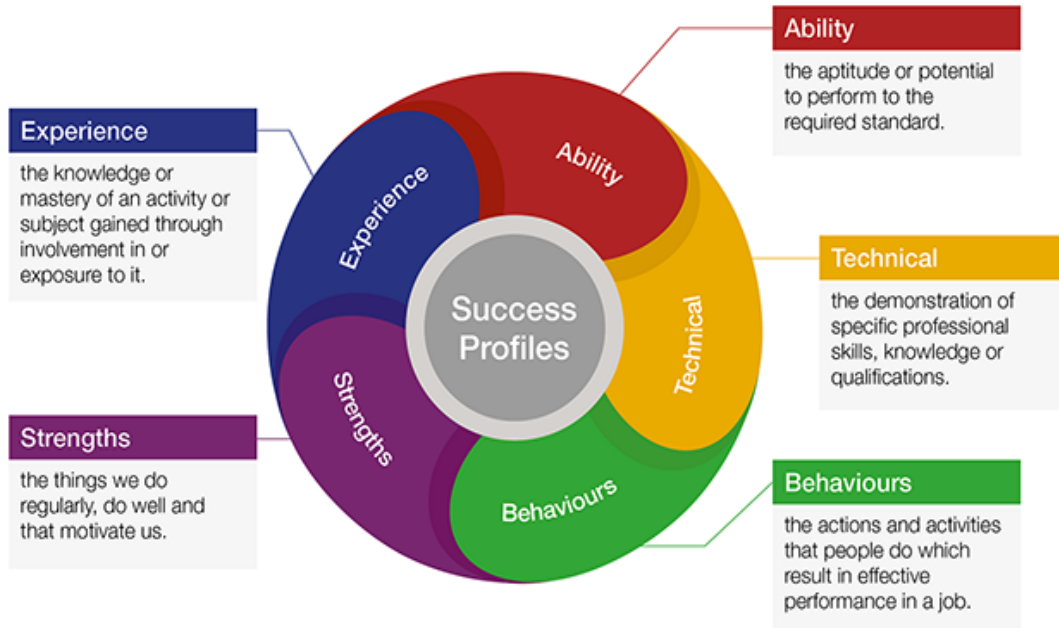
### Success Profiles

During the application for this role, we will be using the new Civil Service Success Profiles:

You may find it helpful to read through Success Profiles online:

<https://www.gov.uk/government/publications/success-profiles>

The page contains various links which sets out the five elements of the Success Profile.





## Person Specification

|                | Essential Criteria   | Desirable Criteria |
|----------------|--|--------------------|
| <b>ABILITY</b> | <ul style="list-style-type: none"><li>• Able to support the identification of business development, commercial marketing, events and campaigning issues, for the promotion of OneDBS commercial development partnerships, opportunities, and agreements, based on innovative brand strategy models that deliver best value.</li><li>• Able to support customer and colleague relationship management and networking, and foster joint working across OneDBS service boundaries.</li><li>• Competent to carry out marketing, events and campaigning assessment, research, and colleague and customer management duties with the understanding to support appropriate business development, commercial marketing, and products and services, events and campaigning opportunities for OneDBS.</li><li>• Able to contribute to business development, commercial marketing, and products and services, events and campaigning problem-solving and analysis, with the ability to both support the resolution of issues and implement practical solutions.</li><li>• Able to both work effectively and efficiently in a team and develop team working, engage others, and support the required KPI and wider OneDBS performance outcomes.</li><li>• Able to work positively and pragmatically, supporting product and service design and other customer relationship management solutions.</li><li>• Capable of supporting responses to the oversight and scrutiny requirements of a diverse range of stakeholders, including national government with its accompanying processes and procedures, as well as accountability principles related to machinery of government.</li><li>• Able to communicate in person, in writing and in digital media.</li></ul> |                    |



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| <b>EXPERIENCE</b> | <ul style="list-style-type: none"> <li>• Experience of contributing to the delivery of organisational aims, objectives, and activities with knowledge of commercial disciplines, managing change and driving performance improvement.</li> <li>• Experience of effective and efficient team working. Showing the ability to meet current and future organisational needs by contributing to team capability, capacity and competencies.</li> <li>• Business development experience and knowledge working in complex formal organisations delivering best value products and services propositions.</li> <li>• Experience of supporting customer journey needs and outcomes and their application to product and service delivery.</li> <li>• Demonstrable track record of supporting effective networking and partnership building.</li> <li>• Knowledge and understanding of the statutory, regulatory, and guidance-based policy and service delivery framework within which the DBS and wider public sector operates.</li> </ul> |  |
| <b>TECHNICAL</b>  | <ul style="list-style-type: none"> <li>• Demonstrates knowledge of business development, commercial marketing, and product and service development and delivery.</li> <li>• Working in multi-disciplinary professional business development teams.</li> <li>• Day-to-day business, commercial marketing, and products and services knowledge.</li> <li>• Use of business development to both customer rapport and trust and productive relationships.</li> </ul>  |  |

## Behaviour Profile

The Civil Service has defined a set of behaviours that, when demonstrated, are associated with job success. For this role you should demonstrate the following Civil Service Behaviours.

|                                      |   |
|--------------------------------------|---|
| <b>Making Effective Decisions</b>    | Use evidence and knowledge to support accurate, expert decisions and advice. Carefully consider alternative options, implications and risks of decisions. |
| <b>Communicating and Influencing</b> | Communicate purpose and direction with clarity, integrity and enthusiasm. Respect the needs, responses and opinions of others.                            |
| <b>Working Together</b>              | Form effective partnerships and relationships with people both internally and externally, from a range of diverse backgrounds, sharing information,       |



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|                                     | resources and support.   |
| <b>Seeing the Bigger Picture</b>    | Understand how your role fits with and supports organisational objectives. Recognise the wider Civil Service priorities and ensure work is in the national interest.                     |
| <b>Changing &amp; Improving</b>     | Seek out opportunities to create effective change and suggest innovative ideas for improvement. Review ways of working, including seeking and providing feedback.                        |
| <b>Leadership</b>                   | Show pride and passion for public service. Create and engage others in delivering a shared vision. Value difference, diversity and inclusion, ensuring fairness and opportunity for all. |
| <b>Developing Self &amp; Others</b> | Focus on continuous learning and development for self, others and the organisation as a whole.   |
| <b>Managing a Quality Service</b>   | Deliver service objectives with professional excellence, expertise and efficiency, taking account of diverse customer needs  |
| <b>Delivering at Pace</b>           | Take responsibility for delivering timely and quality results with focus and drive   |