



Directorate:	Commercial
Job Title:	Commercial Marketing Research and Analysis Manager
Grade:	SEO
Location:	Shannon Court, Liverpool
Reports to Post No / Title:	Head of Commercial Development (Products and Services)
Line Management:	No
Security Clearance level required:	

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 Marketing Research and Analysis Manager is to:

1. Contribute to the development of DBS Business Development, Commercial Marketing, and Product and Services Plans to meet the economic, social and environmental strategic aims of OneDBS.
2. Contribute to the delivery of the annual SMART objectives of the Commercial Development Team's Business Development, Commercial Marketing, and Products and Services Plans to reshape the organisation's services and products.
3. Manage the annual SMART commercial marketing research and intelligence analysis activities of the Commercial Development Team's Business Development, Commercial Marketing, and Products and Services Plans, so that the management of commercial marketing research and intelligence analysis of all DBS services and products becomes not only up-to-date but also fit-for-purpose.
4. Support the organisation-wide socialisation and networking of the Commercial Department and its mission to make the DBS more business-like and competitive by providing commercial development marketing research and intelligence analysis, advice and guidance.
5. Provide commercial development marketing research and intelligence analysis to support an annual organisation-wide Commercial Training and Development programme.

Corporate Duties:

The Corporate Duties of the Commercial Marketing Research and Analysis Manager are to provide:

1. A clear understanding and evaluation of the growth and decline of economic sectoral activity to enable the DBS to market its products and services so that they become up to date and are maintained as fit for purpose.
2. A robust assessment of the market-led factors that will prove decisive in DBS successfully developing significant new, and improving on existing, projects and services that meet the economic, social and environmental strategic aims of OneDBS.
3. Regular information and appraisal that identifies current and emerging commercial market requirements and expectations and new and existing commercial opportunities.
4. Programme and project specific scrutiny and information to support the commercial marketing of products and services, and through effective targeted promotion, development and innovation activities that meet commercial market-led and customer needs.
5. The effective communication of brand strategy, commercial market research and intelligence analysis and evaluation, digital strategy, client relationship management and customer journey mapping best practice principles, approaches, and solutions.

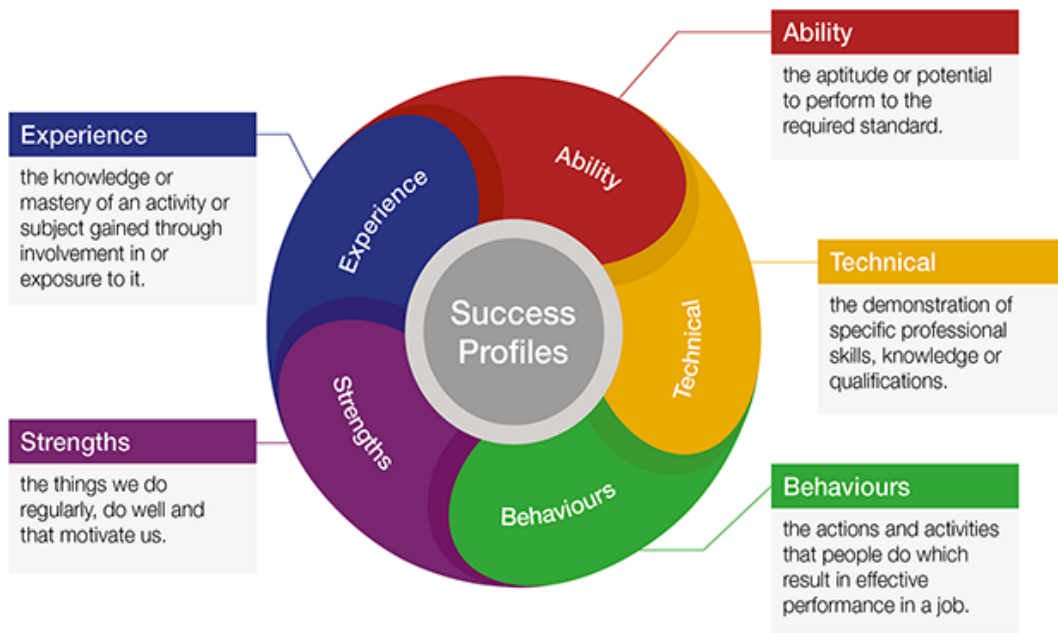
Success Profiles

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
ABILITY	<ul style="list-style-type: none">• Able to analyse business development, commercial marketing, and products and services issues, and use these to market and support OneDBS commercial development opportunities, partnerships, and agreements, based on innovative brand strategy models that deliver best value.• Customer relationship management and networking skills, and the ability to foster joint working across OneDBS service boundaries.• Commercial market intelligence assessment and research abilities, with the judgment to recommend relevant commercial development opportunities for OneDBS, appropriate to the environment it operates in.• Business development, Commercial Marketing, and Products and Services analytical skills.• The ability to operate as both a team member, contribute to the development of effective team working and deliver the required KPI and wider OneDBS performance outcomes.• Able to challenge, and respond to challenge, positively and pragmatically.• Able to adapt 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.• Effective communicator in person, in writing and in digital media.	



EXPERIENCE	<ul style="list-style-type: none">• Experience in the research, analysis and monitoring of commercial market intelligence and information.• Experience in the analysis of commercial marketing objectives and activities and the co-ordination of organisational commercial development opportunities.• Experience of monitoring and effectively communicating and disseminating changes in economic sectoral and market activity that provide opportunities for commercial development.• Experience and knowledge of complex commercial relationship management and best value service and product delivery processes.• Experience of analysing customer journey aims, objectives and activities and supporting the required organisational service and product delivery outcomes.• Experience of the principles, processes and procedures of market assessment, brand and digital strategies and their application to service and product delivery.• Knowledge and understanding of the statutory, regulatory, and guidance-based policy and service delivery framework within which the DBS and wider public sector operates.	
TECHNICAL	<ul style="list-style-type: none">• Demonstrates knowledge and application of research, analysis and monitoring methodologies and organisational techniques necessary to support commercial development opportunities and product and service delivery.• Demonstrates understanding of the need to proactively inform colleagues about changes in market behaviour and economic sectoral growth and decline to support the delivery of OneDBS commercial objectives and other significant corporate aims.• Demonstrates the aptitude to improve the quality and quantity of market and economic sectoral analysis, information and intelligence and communicate these across the DBS to support both corporate commercial development programmes, and individual service and product improvement, innovation, and implementation.• Demonstrates the competency to produce up-to-date, fit-for-purpose market analysis, information and intelligence to both improve existing products and services and expand this understanding to support new commercial development activities.• Demonstrates the capacity to organise and	



	<p>disseminate regular market and economic sectoral analysis, information and intelligence from a corporate database and a range of other primary and desk-based sources through hard copy, electronic and other media.</p> <ul style="list-style-type: none"> • Demonstrates the capability to interrogate market and economic sectoral analysis, information and intelligence effectively and translate this into the commercial development of DBS products and services. 	
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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:

Making Effective Decisions	Use evidence and knowledge to support accurate, expert decisions and advice. Carefully consider alternative options, implications and risks of decisions.
Communicating and Influencing	Communicate purpose and direction with clarity, integrity and enthusiasm. Respect the needs, responses and opinions of others.
Working Together	Form effective partnerships and relationships with people both internally and externally, from a range of diverse backgrounds, sharing information, resources and support.
Seeing the Bigger Picture	Understand how your role fits with and supports organisational objectives. Recognise the wider Civil Service priorities and ensure work is in the national interest.
Changing & Improving	Seek out opportunities to create effective change and suggest innovative ideas for improvement. Review ways of working, including seeking and providing feedback.
Leadership	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.
Developing Self & Others	Focus on continuous learning and development for self, others and the organisation as a whole.
Managing a Quality Service	Deliver service objectives with professional excellence, expertise and efficiency, taking account of diverse customer needs
Delivering at Pace	Take responsibility for delivering timely and quality results with focus and drive