

Role Profile

Role:	Sales Manager
Directorate:	Finance & Corporate Services
Salary Band:	8
Post reference:	FCS88
Job Evaluation Date:	18.05.2022
Role statement of purpose:	To identify, develop and manage the delivery of commercial business development and partnership opportunities for TfGM with the prime purpose of increasing income streams and growing patronage of public transport within Greater Manchester.
Reports to:	Commercial Relationships Manager

	Key Role Outputs (KROs): <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Support the development of commercial income generation opportunities to maximise the potential of TFGM's assets, products and services.	<ul style="list-style-type: none"> • Support the Commercial Relationships Manager in the identification and scaling of new commercial business opportunities and partnerships. This includes potential major brand associations, activity which focuses on visitor destinations incl. sports and culture and patronage growth across major events. • Develop a detailed understanding of the Greater Manchester and transport marketplace in order to identify a regular pool of potential new customers and prospective partners. • Create and manage a robust sales pipeline of income generating opportunities to deliver to departmental income targets which will be in excess of £1m pa. • Compile and deliver compelling sales proposals and pitches to prospective clients and partners. • Work within the strategy set by the Commercial Relationships Manager to co-ordinate and exploit additional opportunities such as the further commercialisation of TfGM's assets and new initiatives such as co-ticketing schemes and CSR partnerships.

		<ul style="list-style-type: none"> • Lead on negotiations with external clients and partners to develop opportunities and initiatives and mutually beneficial products and services. • Support the delivery of sponsored projects by way of ongoing account management of relationships with external clients, some of which may be at a senior level. • Work closely with internal colleagues and external partners and suppliers to bring those opportunities to market in a timely and cost-effective way, meeting original objectives.
2.	Explore and develop commercial arrangements with Transport Operators.	<ul style="list-style-type: none"> • Work with TfGM colleagues in Metrolink and Bus and Rail Directorates to explore and develop commercial opportunities. • Develop business to business opportunities; gather account intelligence to establish requirements, product development with Metrolink, Bus, GM Cycle hire scheme, Active Travel and other departments followed by ongoing account management to maximise patronage growth and income generating opportunities. • Identify and manage as required the negotiations between transport operators and other third-party organisations (as appropriate) on commercial ticketing arrangements which encourage increased use of public transport in Greater Manchester.
3.	Accessibility and Inclusion.	<ul style="list-style-type: none"> • Ensure all commercial initiatives are accessible and inclusive for all Greater Manchester residents.
4.	Reporting.	<ul style="list-style-type: none"> • Prepare detailed proposals and implementation plans for opportunities identified. • Ensure commercial activity is managed and benefits delivered are quantified and documented. • Input to the provision of regular reports to the Head of Commercial, Performance Board etc. on commercial relationships and benefits delivered. • Present sales reports and updates to internal colleagues at Core Briefs, relevant working groups and the likes of Functional Boards and Performance Board as required.

Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure you comply with all applicable organisational legislation and policy:	<ul style="list-style-type: none"> • TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) • Bus Operator contractual management • Dignity at Work policy; • Information assurance and security in line with Cabinet Office requirements; • Risk management • TfGM policies and procedures • Equality and diversity legislation • TfGM Vision & Values • Act in accordance with TfGM’s behaviours and competencies • GDPR guidelines re customer data usage
C2	Any other reasonable duties as required from time to time	

Key Interdependencies	
Key Contacts	Commercial Relationships Manager, Commercial Sales and Sponsorship Manager, Commercialisation Delivery Manager, Commercial Sales and Sponsorship Officer, Strategic Communications Leads, Digital Strategy Manager, Corporate Affairs, Social Media Manager, Head of Metrolink, Head of Facilities Management, Head of Bus Services, Head of Rail, Head of Customer Services, Smart team, , commercial bus operators and Keolis Amey Metrolink.
Direct reports	n/a
Budgetary responsibility	n/a
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created					
By: Clodagh Buckley February 2014 Caroline Roberts	August 2014	November 2014	March 2018	April 2022	

	Sales Manager: <i>(Knowledge, skills and experience required at selection stage)</i>
E	Essential Experience:
E1	Business development experience with a proven track record in delivering against challenging targets.
E2	Experience of developing commercially beneficial opportunities across a range of organisations, ideally with some experience of working in or with the public sector.
E3	Excellent negotiating and influencing skills in a commercial environment.
E4	Demonstrable experience of delivering commercial arrangements leading to measurable benefits for an organisation.
E5	Demonstrable success in delivering results which deliver innovative and creative solutions.
E6	Experience of addressing and influencing colleagues and stakeholders.
D	Desirable experience:
D1	Understanding of the public transport industry.
D2	Experience in delivering OOH and digital/online campaigns for major commercial brands.
D3	Understanding of key stakeholders across Greater Manchester.
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Educated to degree level or equivalent experience.
EA	Essential Attributes:
EA1	Self-motivated, pro-active and results driven – motivated by commercial success.
EA2	Strong written and verbal communicator with good presentation skills.
EA3	Proactive, with the ability to work on own initiative.
EA4	Instinctively commercial operator, but with the ability to assess and manage reputational and non-commercial drivers in a sales-focused environment.
EA5	Ability to quickly establish credibility with internal and external stakeholders, with strong persuading and influencing skills.
EA6	A belief in the delivery of sustainable public transport and other infrastructure services as a key to the future wellbeing of Greater Manchester as a world-leading city region.