

Role Profile

Role:	Senior Partnerships & Events Manager
Directorate:	Customer & Growth
Salary Band:	Band 9
Post reference:	CG13
Role statement of purpose:	To lead the development and delivery of strategic partnerships with Greater Manchester's major venues, event organisers and cultural institutions, using events as a catalyst to drive commercial value, customer growth and brand impact for the Bee Network.
Reports to:	Head of Commercial Relationships

	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.	Develop high-value partnerships that integrate into major events and deliver long-term commercial, brand and customer benefits.	- Identify, create, develop, negotiate and secure partnerships that align with major city events, venues and cultural activity across Greater Manchester - Design and develop compelling partnership propositions that connect brands with real journeys, audiences and experiences, delivering measurable commercial and brand value.
2.	Use events to drive both short-term passenger uplift and long-term behaviour change.	- Proactively identify and capitalise on major events (e.g. festivals, international sports tournaments, large-scale cultural moments) by leading on the development and implementation of commercial partnerships and tailored campaigns that drive increased network demand. - Develop and implement initiatives with event partners and venues that remove barriers to travel and encourage trial and repeat use of public transport - Align campaigns and partnerships to priority audiences and key conversion moments to maximise impact

		• Work with TfGM analytics teams to measure uplift, optimise targeting and support modal shift
3.	Act as the strategic entry point for events and partnership opportunities across TfGM.	• Be the strategic lead and key senior contact for engagement with venues, promoters and cultural partners • Lead cross-functional coordination to develop a single, coherent offer to external partners maximising commercial and customer outcomes • Lead the scoping, assessment and prioritisation of event and venue opportunities, applying a structured feasibility approach across commercial, operational and growth criteria. • Ensure all opportunities are robustly evaluated for commercial value, deliverability and strategic alignment. •
4.	Unlock the full value of partnerships by aligning multiple internal teams around shared outcomes.	• Influence and align senior stakeholders across directorates to balance commercial opportunity with operational delivery, risks and constraints. • Co-ordinate with key communications, operational and delivery colleagues to ensure decisions are timely and aligned • Establish clear governance, roles and responsibilities for partnership activity, ensuring effective cross-directorate delivery. • Manage and develop the Partnerships Sales Managers to deliver a robust pipeline of opportunities and achieve income targets
5.	Position the Bee Network as part of the event experience	• Work with marketing and communications to embed the Bee Network into event storytelling • Ensure transport assets contribute to anticipation, arrival and shared customer experiences • Lead the delivery of high-quality activations and partnerships that are authentic, timely and culturally relevant • Through the development of initiatives and activations and stakeholder interactions, maximise how events showcase the scale,

		integration and performance of the Bee Network
6.	Support Greater Manchester's economic growth and sustainability ambitions through events and partnerships	• Lead the development of strategic relationships with key venues and organisers to enable the successful delivery of large-scale events • • Support the city's reputation as a leading event destination by working collaboratively with event organisers, venues and internal teams to integrate transport planning, align service delivery, deliver targeted campaigns and partnerships, to ensure a seamless, reliable customer experience across the network. • Drive modal shift by positioning public transport as the preferred mode during peak events • Align partnership activity with wider economic, environmental and place-based priorities
7.	Evidence the impact of events and partnerships on revenue, customer growth and brand value.	• Support the Head of Commercial Relationships to define KPIs linked to passenger growth, commercial income and brand impact • Lead the Monitoring and evaluation of performance during major events and identify opportunities to improve outcomes • Prepare and present business cases, proposals, performance reports and pipeline updates for senior stakeholders at TfGM and partner organisations eg GMCA • • Use data to refine strategy, prioritise opportunities and maximise future impact

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	Compliance with organisational policies and relevant legislation	• Data Protection legislation • TfGM Safety Management System • Bus Operator contractual management • Dignity at Work Policy;

		• Information assurance and security in line with Cabinet Office requirements; • Risk Management • Equality and Diversity legislation • TfGM Vision and Values • TfGM's Behaviours and Competencies
C2	Any other reasonable duties as required from time to time	Occasional requirement to work out of usual business hours at pre-agreed times and dates

Key Interdependencies

Key Contacts	Head of Growth, Head of Marketing, Head of Events, Bus Operations & Franchising, Metrolink, Travel Demand Management (TDM), Commercial Relationships Team, Marketing, Communications & PR, Customer & Growth Director, External: event organisers, venues, promoters, local authorities, cultural institutions
Direct reports	Partnerships Sales Managers x 2
Budgetary responsibility	Commercial income targets (aligned with wider commercial team), partnership development budget
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created By					
Rachel Brydon June 2026					
HR Verification					

Person Specification

	Post Title <i>(Knowledge, skills and experience required at selection stage)</i>
E	Essential Experience, Knowledge and Skills:
E1	Proven experience of developing and delivering strategic, commercially focussed partnerships that generate customer value and strengthen brand reputation.
E2	Strong understanding of how live events and cultural moments can drive engagement, demand and brand impact
E3	Possess the confidence and the resilience to influence and negotiate with senior stakeholders across public and/or private sectors
E4	Ability to operate across complex organisations and align multiple teams to deliver shared outcomes
E5	Demonstrable senior-level commercial acumen, with a strong track record of identifying, shaping and delivering significant income generation and growth opportunities
E6	Experience of delivering initiatives that influence customer behaviour or drive demand
E7	Strong communication and interpersonal skills, with the ability to represent TfGM externally
E8	Experience of working in high-profile, fast-paced environments
E9	Ability to use data and insight to measure performance and inform strategic decisions
E10	Knowledge of Greater Manchester's event and cultural landscape
E11	Experience of managing or supervising staff and/or coordinating resources to deliver commercial outcomes.
D	Desirable Experience:
D1	Experience in transport, place-based marketing or visitor economy sectors
D2	Experience of sponsorship, brand partnerships or integrated campaigns
D3	
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Degree-level capability, whether through formal education or practical experience
EQ2	
DQ	Desirable Qualifications – Technical, Vocational or educational:
DQ1	Relevant professional qualification in marketing, commercial, or partnership management
DQ2	
EA	Essential Attributes:
EA1	DELIVER - Guides actions ensuring commitments are met and outcomes achieved.
EA2	ADAPT - Encourages flexibility and responsiveness to changing needs.
EA3	CARE - Promotes supportive, considerate behaviours aligned with culture.
EA4	Drives delivery of commercial outcomes, taking ownership of targets and ensuring commitments are met.
EA5	Responds effectively to changing priorities, demonstrating flexibility in a fast-paced commercial environment.

EA6	Builds positive and collaborative relationships internally and externally, acting with integrity and professionalism
EA7	Proactive and self-motivated, with the ability to work independently while managing competing priorities.
EA8	Confident communicator, able to influence and negotiate effectively with a range of stakeholders.