



## Job Role: Leisure Business Development Manager (Projects & Facilities)

### Job Family: Specialist

## Broadland District Council and South Norfolk Council

### Purpose

Working alongside the Assistant Director Community Services, Leisure Operations Manager, and closely with the Leisure Business Development Manager (Service and Sales) you will form the management team to support the delivery of the South Norfolk and Broadland District Councils Leisure Strategies. While helping to drive forward the Leisure Recovery Plan, to deliver a financially competitive and robust leisure service, which maximises the facilities the Councils offer to our residents and encourages maximum access by key resident cohorts to improve populations health and wellbeing across both districts .

Develop business cases across both SNC and BDC to support/enhance existing facilities, while continually looking for new commercially viable opportunities to increase revenue and assisting the service to become cost neutral by 2025.

### Key accountabilities

- Identify and support the development and implementation of commercial operations and participation opportunities to increase activity levels of our communities, including the development of the strategies to deliver this.
- Generate inward investment to help develop services through developing and utilising extensive networks of local and national partners.
- Implement successful capital investment opportunities via research, bids, negotiation and development to fruition.
- Lead, co-ordinate and oversee the leisure services communications programmes, working with the Councils communications team.
- Manage the Leisure Services business intelligence team, utilising data to target communications and marketing to specific client groups.
- Support the development and delivery of the Broadland and South Norfolk programme of community leisure.
- Act as a key conduit and advocate for investment in the Councils' sport and leisure infrastructure via the Greater Norwich Growth Board and other developer contributions.
- Line Management responsibilities, undertaking 121's, authorising leave/expenses, annual performance reviews and providing constructive feedback to your direct reports.

## Generic skills, knowledge and experience

- Undertake **problem-solving** duties on significantly complex technical activities.
- **Responsibility** for one or more technical specialist areas.
- Technical **decision-making** duties involving significant resources.
- **Excellent communications** skills including regular presentation to stakeholders such as corporate managers, Members, Committee/Panels or other key external bodies.

## Role specific skills, knowledge and experience

- Significant relevant experience working in a similar role undertaking development of services and identifying innovative solutions.
- Proven track record in leading and delivering significant change and business improvement initiatives within an operational services environment.
- Excellent verbal and written communication skills - with the ability to undertake complex negotiations in a variety of arenas, and to write and present easy to understand business cases/ reports.
- Demonstrable ability to develop, maintain and manage partnerships with a variety of stakeholders to enable to delivery of council objectives.
- Experience of monitoring and managing performance, providing inspirational and motivational leadership, to achieve strategic objectives.
- Experience of contract management including the preparation of specifications and purchasing with the ability to assist with pricing, negotiation and delivery of commercial deals.
- Strong commercial acumen and effective financial control in delivering business cases which demonstrate prudent financial projections and demonstrate social return.
- A good understanding and ability to interpret current and future leisure management issues and legislation requirements to deliver successful projects.
- Ability to manage conflicting pressures and stakeholders to achieve the Councils' objectives and deliver successful outcomes.
- 56 – 70% of this role's time will be spent on external communication.

Date: March 2021