

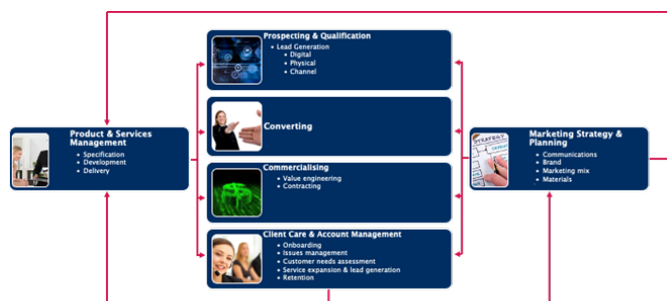
Cambridge Innovation Park North
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Job title	Commercial Lead / Manager
Grade	Level 4
Salary range	At Interview
Hours	35
Place of Work	Waterbeach
Portfolio/ Team	Commercial

Role Summary

- Operational responsibility for income optimisation in line with a vision of sustainable development and asset retro-fit
- Working with the leadership team to develop and implement investor class governance and control
- Member of the executive leadership team with operational responsibility for all elements of the marketing mix
- Drive the development and implementation of the Cambridge Innovation Parks “Commercial” business unit in preparation for divestment by Summer 2023 and rapid scaling thereafter including:
 - Agreeing and documenting the pre-divestment Operating Model including associated workflow management, system and data requirements and associated governance and controls
 - Working with the CEO and Business Unit Lead -Corporate Strategy to define and document the post-divestment Target Operating Model including associated workflow management, system and data requirements and associated governance and controls



Key Responsibilities

This section details, but is not an exhaustive list, of the specific activities or obligations for which we require and hold the role accountable.

1	<p>Marketing Strategy & Planning</p> <ul style="list-style-type: none"> a) Develop, agree and implement a marketing strategy and plan that is fully aligned to the Divestment Strategy whilst optimising short to medium term profitability b) Specify the requisite marketing mix (including pricing strategy) along with resource and skills requirements c) Develop collaborative partnerships with a range of suppliers and third parties which support both our communities of interest programme and a “Thin Client” operating model
2	<p>Product & Services Management</p> <ul style="list-style-type: none"> a) Work with the CEO and Business Unit Lead -Corporate Strategy to define and develop a suite of products and services that deliver against both the pre-and post divestment operating models b) Develop associated operating procedures and certified training programmes and ensure effective staffing of all offerings c) Develop the required business cases to secure investment in additional client offerings
3	<p>Pipeline management</p> <ul style="list-style-type: none"> a) Oversight of lead generation through to commercialisation and onboarding b) Personal leadership and hands on involvement in deals and deal structuring (inc. lease generation and other contract preparation) c) Creation and maintenance of supplier and agency relationships
4	<p>Client Care and Account Management</p> <ul style="list-style-type: none"> a) Development and implementation of a client insight programme b) Definition, agreement and implementation of the target client experience including associated workflows and accredited training programmes c) Liaison with Site Management and Operations to ensure the successful, efficient and commercially affordable delivery of the target client experience

Person Profile

This section details the knowledge, skills and experience we require for the role.

Education & qualifications	<ul style="list-style-type: none"> a) Marketing and project management qualifications would be an advantage; but b) proven practical experience gained in a relevant environment is most important
Relevant experience	<ul style="list-style-type: none"> a) Practical experience of developing and implementing a commercial strategy b) Proven track record in account management and commercial negotiation

	<ul style="list-style-type: none"> c) Strong track record in working collaboratively with and within leadership teams d) Good understanding of governance and control e) Process and governance improvement and documentation
Interpersonal and communication skills	<ul style="list-style-type: none"> a) Strong persuasive skills b) Persistence and resilience c) Ability to communicate at all levels d) Ability to frame problems, opportunities and solutions in a way that is readily understandable in both a corporate and owner managed business context
Additional requirements	

Terms and Conditions

Location	CIPL, Waterbeach
Working pattern	Monday - Friday Office hours are between 08.00 – 18.00
Hours of work	35 hours per week
Length of appointment	Permanent
Probation period	6 months
Annual leave	28 days per annum, including Public Holidays
Pension eligibility	Workplace Pension
Retirement age	N/A

Screening Check Requirements	
Application Process	

If you would like to apply for this role please apply via www.indeed.co.uk or if you have any questions, please contact jobs@cambridgeinnovationparks.co.uk