

**Post Title:** Assistant Director Commercial Strategy and Growth

**Grade:** SM3

**Responsible to:** Finance and Commercial Director

**Responsible for:** Staff of the service

### **Job Dimension**

To have strategic and leadership responsibility for a significant service area with a large-scale budget accountability in order to achieve key outcomes for YHN and Newcastle City Council and delivers priorities in accordance with the Management Agreement and Articles of Association.

### **Job Purpose:**

- To drive sustainable growth in income and surplus for YHN by building on and developing further our existing commercial activities and identifying, developing and implementing new commercial opportunities
- To be part of a cooperative and collaborative management team that assumes responsibility for budget delivery, people and performance management as well as innovative business solutions.
- To support the Director in providing leadership, vision and direction to those engaged in the provision of the service in line with the Board's vision and priorities and to ensure that these are translated into delivery and its values are embedded at all levels of the organisation.
- To be accountable for the performance and operational standards through establishment of clear business goals, ensuring it is delivering value for money services in response to the Board's priorities and desired outcomes and to report on progress.

### **Principal Accountabilities**

1. To support the Director in leading, developing and managing the commercial expansion of YHN, establishing a competitive base and initiating revenue generating activities.
2. To plan, develop and implement our commercial strategy to support and accelerate growth within the organisation.

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3. Oversee product development, identify new market opportunities and determine the optimal pricing to balance financial surplus with client/customer satisfaction.
4. Provide strategic advice to the Executive by keeping up to date with trends, future expectations and market conditions.
5. To contribute to meeting priorities by ensuring the delivery of quality, consistent and value for money services through effective service and business planning, budget and performance management.
6. To develop effective community and partnership working which optimises the opportunities to deliver YHN and Newcastle City Council priorities, acting innovatively, collaboratively and cooperatively to achieve such goals.
7. To contribute to meeting political and financial objectives by leading and encouraging innovation in delivery methods and improvements through active engagement with Board, staff, trade unions, service users, communities, schools, partners, providers and businesses to improve outcomes.
8. To lead, develop and empower staff to support their personal achievement and lead on driving an entrepreneurial culture conducive to commercial success.
9. To be responsible for developing the service's managers and staff and clearly demonstrating that cooperative values, innovation, evidencebased practice and learning from others is how YHN does business.
10. To contribute to the development of effective partnerships locally, regionally, nationally and internationally to ensure the delivery of YHN's Board priorities.
11. To be the strategic, professional lead officer in the service area.
12. To assist the Director to fulfil the statutory and regulatory functions of the service.
13. To represent YHN as may be required.
14. To carry out specific corporate roles and assignments and such other duties as appropriate in the role
15. To promote and implement YHN's Equality Policy in all aspects of employment and service delivery.