

**Plymouth Mayflower 400**  
**Commercial manager**  
£30,000 pa

**Plymouth Mayflower 400**  
**Commercial Manager**  
**Information Pack**

# Overview

Plymouth is Britain's Ocean City and gateway to the beautiful South West and Cornwall. With a planned programme of major capital investment and citywide regeneration, Plymouth is an exciting place to be with an exceptional quality of life.

We wish to recruit an enthusiastic, experienced and dynamic Commercial Manager to join the Mayflower 400 project team. This is a fixed term contract up to March 31<sup>st</sup> 2021.

The successful applicant will project manage delivery of key commercial aspects of Mayflower 400 UK priorities including commercial income, sponsorship, management and delivery of commercial-related activities and reporting against key targets and metrics to support the Mayflower 400 Executive team.

Applicants will need to have a successful track record of direct commercial fundraising and sound experience in managing a wide range of diverse projects, working with public and private sector stakeholders.

Key to the role is the ability to develop strong effective relationships across the private and public sectors and a proven track record in partnership working will be an advantage.

This position will be directly accountable and report into the Chief Executive for Mayflower 400 & Destination Plymouth, the wider Destination Management organisation for Plymouth.

If you would like an informal discussion about this role, please contact Jane MacDonald by e-mail at [Jane.MacDonald@plymouth.gov.uk](mailto:Jane.MacDonald@plymouth.gov.uk).

**Closing date: April 23<sup>rd</sup> 2019**

Interviews will be held within week commencing 29<sup>th</sup> April 2019

**This is a fixed term appointment to March 31<sup>st</sup> 2021.**

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# An Introduction to Mayflower 400

2020 is the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands. This is a unique opportunity to highlight Plymouth's exceptional heritage, promote our brilliant visitor offer and bring communities together to celebrate our city.

Developed in response to this opportunity by a citywide partnership, the Mayflower 400 programme will be an exceptional year of over 400 moments including art, music, theatre, exhibitions, immersive storytelling, digital innovation, literature, crafts, sports, festivals, debates, business activity and more. The Mayflower 400 programme will explore all aspects of the Mayflower history and legacy, incorporating contemporary Native American voices and welcoming diverse approaches to the themes of Imagination, Humanity, Freedom and Future.

The main cultural programme will begin with Illuminate in 2019, building over 12 months to culminate with Illuminate 2020. It will put Plymouth in the international limelight, providing an opportunity to reflect on our past, present and future role as Britain's Ocean City while celebrating our status as one of Europe's finest waterfront destinations.

## Overview

- A programme of over 400 'moments', ranging from international civic ceremonies to local community events, giving everyone the chance to get involved through the year and highlighting Plymouth's exceptional creative and community talent
- Major new cultural attractions, including The Box, new heritage trails and the Elizabethan House
- Investment in Plymouth's public realm, to ensure the city looks its best and provides a great canvas for everything that happens through the year
- Associated capital projects valued at over £200m that will transform the city for residents, visitors and businesses, providing an ongoing legacy for the city post 2020
- An international marketing programme that has reached an estimated audience of 722m to date and given Plymouth an unprecedented presence at global events such as World Travel Market, the world's leading travel trade show
- 1m additional visitors are anticipated to arrive in Plymouth for 2020, with the commemoration expected to deliver an additional £352m in direct spend across the national partnership

## Mayflower 400 – An International Moment

Plymouth has been appointed the lead of a national partnership of 11 destinations who are working together to commemorate the Mayflower's journey and the associated heritage of their communities. Further partnerships have been developed in the Netherlands and US, including with the Native American Wampanoag Advisory Council, which will provide an ongoing legacy of co-operation post 2020

and drive an enhanced economic and social impact by raising the profile of the commemoration.

**Collaborations include:**

- The creation of a national Mayflower trail, that will link destinations across the UK and drive visitor footfall
- The creation of an aligned cultural programme, with key events such as Illuminate linked nationally to enhance impact
- Shared branding across national and international partners, creating a unique tourism product and raising awareness
- Shared resources and skills across the international partnership. For example, over 100 institutions are contributing artefacts to Plymouth's Mayflower Exhibition, while Wampanoag artists have been commissioned to create a new Wampum Belt which will tour in the UK and US

# Mayflower 400 Commercial Manager

**Reporting to: Chief Executive of Mayflower 400/Destination Plymouth**

## **1. Job Purpose**

To project manage delivery of key commercial aspects of Mayflower 400 UK priorities up to 2021. This will include working with the overall Project Team on key specific projects within the programme framework. Specific areas of responsibility will include commercial and or grant income generation, managing of licence agreements and sponsorship agreements, managing and working with national partnership agency, and direct management of commercial and sponsor relationship in Plymouth, to enable delivery of the on-going programme up to 2020 and reporting against key targets and metrics to support the Mayflower 400 Executive team.

## **2. Decision making**

The post holder will be required to secure commercial or grant funding to meet targets and to support delivery of the programme working with the executive team.

The commercial manager will be responsible for managing and supporting the national merchandise agency and the licensing agent.

As commercial manager the post holder does not have authority over colleagues but is responsible for imparting deadlines on them for various stages of work to bring projects close to agreed deadlines.

When faced with unexpected delays the post holder is required to make a decision on the next course of action to progress the project. The post holder is expected to resolve most problems independently but will refer to the relevant line Managers when escalation is required.

They will be required to work in complex multi partnership and political working environments at senior level on occasions and to manage consultancy or agency based support for projects as required. In this fast-moving, high profile project, the post holder will be expected to take empowerment and act proactively on their own initiative while engaging partners and senior managers.

## **3. Key responsibilities will include:**

Sponsor and potential sponsor engagement:

- Secure sponsorship income and value in kind
- Further develop sponsorship packages to match to sponsor needs and opportunities
- Work with delivery partners of Plymouth Mayflower 400 programme to coordinate efforts and maximise sponsorship for priority projects
- Build and maintain relationships with potential sponsors, corporate partners, and supporters

- Manage and support national partnership/sponsorship agency to secure sponsors for small number of national level Mayflower 400 events/programmes, and to manage relationship and delivery to those sponsors
- Finalise and manage contracts, ensuring delivery as contract terms
- Ensure that all approaches to the corporate sector are tracked consistently

Commercial income generation:

- Manage contracted licencing agent targeting licencing deals outside Plymouth
- Create local licencing agreements to provide income or value in kind
- Finalise and manage contracts, ensuring delivery as contract terms

Merchandise programme

- Manage contracted national merchandise partner to ensure availability of merchandise for retailers in Plymouth and for partner Mayflower 400 destinations
- Work with Director of Marketing & Communications to ensure that merchandise supports the wider programme's branding and communications

Performance monitoring:

- Work with the Mayflower 400 leadership group, as well as other key partners to contribute to effective development of the programme.
- Ensure effective and timely monitoring of KPI's and performance for the framework in partnership with the leadership group and Mayflower Programme Manager.

General:

- Writing high quality external communications documents, including sponsorship marketing materials as required
- Represent the Mayflower 400 Leadership Group and national partnership in a professional manner at all times.
- Report to and carry out other duties required by the Mayflower 400 Leadership Group which are consistent with those listed above and appropriate to the title and grade of the post.
- The post holder is responsible for his/her own health and safety and ensuring that an employees within the team adhere to the company's Health and Safety policy ensuring that the company's Health and Safety policy is enforced within all areas of responsibility ensuring that safe working practice.
- Support for key stakeholder and VIP/hospitality events when required

<b>Job Related Abilities</b>
<p><b>Essential Criteria</b></p> <ul style="list-style-type: none"> <li>• Excellent persuasion, influencing and communication skills</li> <li>• Successful track record of commercial income generation</li> <li>• Strong presentational skills</li> </ul>

- Effective agency management skills
- Experience agreeing and managing contracts as client and as supplier
- Highly motivated self-starter

#### **Desirable Criteria**

- High level of competence in PowerPoint, Excel and desktop publishing software
- Experience of organising hospitality and events
- Knowledge of web based software and social media systems
- Experience of brand IP and commercial licensing rights

## **Application and Response Details**

To apply for this post please forward your CV and covering letter to:

**E-Mail:** [jane.macdonald@plymouth.gov.uk](mailto:jane.macdonald@plymouth.gov.uk)

Please clearly state in the subject line 'Mayflower 400 Commercial Manager'

**Post:** Destination Plymouth Ltd.  
c/o 2<sup>nd</sup> Floor, Ballard House,  
Plymouth City Council  
West Hoe Road  
Plymouth  
PL1 3BJ

By no later than **23<sup>rd</sup> April 2018**

It is anticipated that interviews will be held over 1 day within week commencing April 29<sup>th</sup>.

If you would like an informal discussion about this role, please contact Jane MacDonald by e-mail at [Jane.MacDonald@plymouth.gov.uk](mailto:Jane.MacDonald@plymouth.gov.uk).

During the shortlisting process we will be looking at specific criteria highlighted in the Person Specification. Please ensure that you are able to demonstrate in your CV/covering letter how you meet these criteria.

We intend to apply for references for shortlisted candidates in advance of interview. Please supply two referee's details, one of which should be your current or most recent employer. If you do not wish us to contact referees ahead of interview, please confirm this in your covering letter.