

Job Profile comprising Job Description and Person Specification

Job Description

Job Title: Business Development Manager	Grade: PO3
Section: Contracts and Leisure (Registrars and Cemeteries)	Directorate: Environment and Community Services
Responsible to following Manager: Head of Registrars and Cemeteries	Responsible for following staff: Registration Officers x 7 Customer Service Adviser x 1 Casual Ceremonies Ushers x 7
Post Number/s: RWE1200	Last review date: December 2019

Working for the Richmond/ Wandsworth Shared Staffing Arrangement

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

Job Purpose

The Registration Service has responsibility for the registration of births, deaths, marriages and civil partnerships, citizenship ceremonies and services offering in conjunction with the Home Office, and non-statutory celebratory services. It is an expanding service aiming to achieve the highest quality and most cost-effective service in accordance with the Council's policies and statutory requirements.

The Business Development Manager is a key role within the management team, focusing on service growth and income generation. Responsible for identifying new business opportunities; marketing and promoting the service internally and externally; enhancing the service's brand and market presence; undertaking customer engagement and improving the

customer journey; developing and implementing a commercial strategy for both Richmond and Wandsworth's Registration Services.

Specific Duties and Responsibilities

1. Responsible to the Head of Service for the daily operations of the Registration Service and deputises for the Head of Service as necessary. Supports the business functions of the general office; organises rotas, stationery, accounts, orders, invoices, and operational logistics.
2. Responsible for managing seven Registration Service Officers, a Customer Service Adviser and a team of Ceremonies Ushers (up to 7). Undertakes registration and ceremonial duties as required.
3. Works across Richmond and Wandsworth as part of the management team, providing support to the wider staffing group as necessary and engaging teams to develop and align commercial strategies.
4. Holds specific responsibility for managing Citizenship and services delivered in conjunction with the Home Office.
5. Identifies opportunities for partnership working to enable income generation and service expansion. Undertakes detailed benchmarking, risk and benefit analysis, to make informed recommendations and prepare business cases. Involves the right stakeholders in decision making processes.
6. Responsible for developing the ceremonies business for both services. Marketing and promoting the service through open days and events, social media, brand development, producing brochures and written materials, improving website content and appeal, and raising service profiles.
7. Assists the Head of Service (Superintendent Registrar) in implementing new technologies and improving online channels, to maximise service take-up and efficiency, and improve the customer experience.
8. Manages training and engagement around staff performance, productivity, motivation, well-being, and customer service excellence.
9. Responsible for delivering excellent customer service and first point of contact communications. Analyses the customer journey to identify areas for improvement and leads on the Customer Engagement Strategy.
10. Prepares and updates the Business Continuity Plan annually. Collates and uses customer feedback as part of the Annual Performance Report.
11. Responsible for collection of fees, cash handling, banking and accounting and maintains the security and confidentiality of physical and electronic records and data.
12. Undertakes staff management duties relating to the Registration Service including the recruitment, training, development, appraisal and conduct of staff; attends selection panels; produces rotas, assists in monitoring attendance and sickness absence, manages performance and other duties as directed.

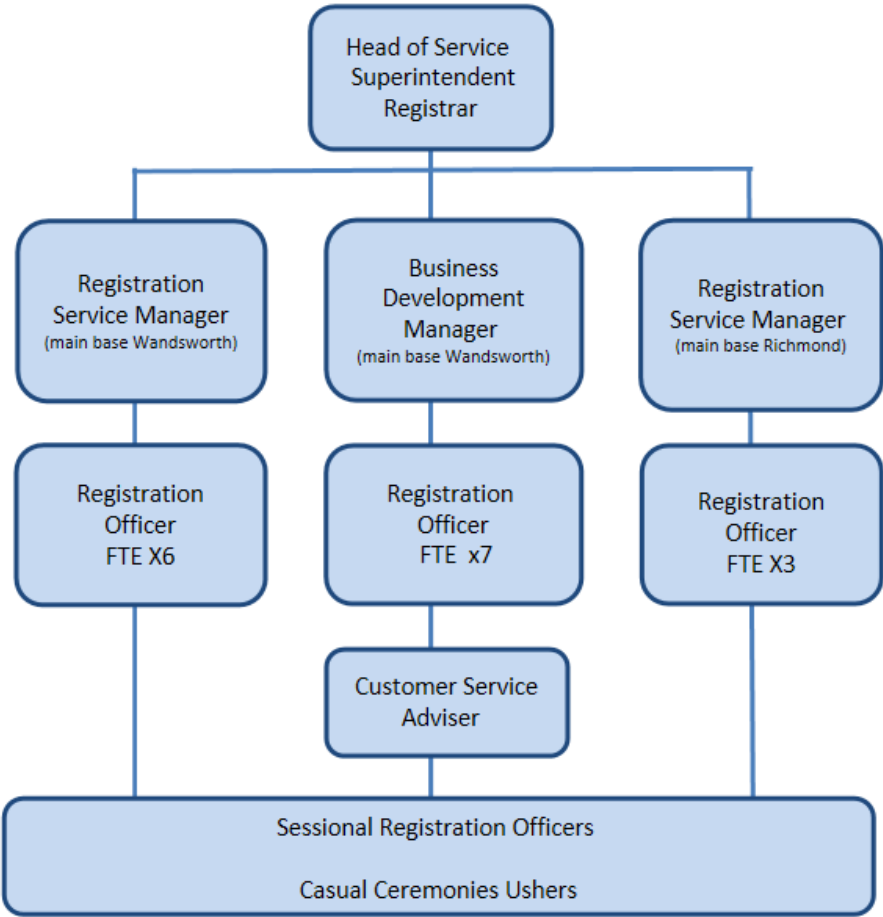
Generic Duties and Responsibilities

- To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
- To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
- To adhere to security controls and requirements as mandated by the SSA's policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems.
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand both Councils' duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
- The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

Additional Information

- The post holder is a member of the management team and reports to the Head of Service.
- The post holder has line management responsibility for seven Registration Officers, one Customer Service Adviser and a team of casual Ceremonies Ushers
- The post holder’s main base will be Wandsworth Register Office with one to two days per week based at Richmond Register Office.
- The post holder is expected to work evenings and weekends on a rota basis.

Current team structure



Person Specification

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Responsible to following manager: Head of Registrars and Cemeteries	Responsible for following staff: Registration Officers x 7 Customer Service Adviser x 1 Ceremonies Ushers x 7
Post Number/s: RWE2100	Last Review date: December 2019

Our Values and Behaviours

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

Being open. This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

Being supportive. This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

Being positive. Being positive and helpful means, we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a 'can do' attitude and are continuously looking for ways to help each other improve.

Person Specification Requirements	Assessed by A & I/ T/ C (see below for explanation)
Knowledge	
Knowledge of the role Registration Services play in the local community and nationally and an understanding of the legislative framework.	A&I
Experience	
Experience of leading, developing and motivating staff. Managing at a supervisory level or above.	A&I
Experience of developing and delivering excellent customer-focused services.	A&I
Experience of project management; delivering projects which have significantly improved processes, income generation and customer service.	A, I & T
Experience of managing marketing, promotional and social media activities to develop a service and business and deliver quantifiable improvement.	A, I & T
Skills	

Ability to manage and motivate a team; embedding a positive, performance driven culture.	A, I & T
Ability to work in a structured and methodical way, keeping projects on track to meet targets and delivering tangible results.	A&I
Ability to ensure appropriate recording of data, to analyse data and present data.	A&I & T
Ability to represent the service professionally and communicate effectively and confidently to stakeholders, large audiences and individuals.	A, I & T
Good knowledge of relevant ICT systems, development of online channels, website management, and customer experience analysis.	A&I
Demonstrates a significant level of responsibility, achievement, and decision-making ability.	A&I
Ability to work autonomously to engage team through clear direction and delegation to deliver projects, using innovation and initiative.	A&I
Ability to write reports, business cases and strategies and present complex information in a clear and concise way.	A&I
Qualifications	
Relevant qualifications	A&C

A – Application form / CV

I – Interview

T – Test

C – Certificate