

### City of Edinburgh Council job description

<b>Post title</b>	<b>BUSINESS EVENTS PARTNERSHIP AND COMMERCIAL LEAD</b>
<b>Directorate</b>	<b>PLACE</b>
<b>Service</b>	<b>CULTURE, WELLBEING AND ECONOMY</b>
<b>Responsible To</b>	<b>DESTINATION MARKETING AND CONTRACTS MANAGER</b>
<b>Number of post holders</b>	<b>1</b>

#### Purpose of job

The Business Events Partnership and Commercial Lead is responsible for developing, delivering and managing the Convention Bureau’s partnership and membership programme to generate sustainable private-sector income and enhance the value, reach and impact of the Convention Bureau. The role leads on commercial partnerships, membership engagement and income diversification, ensuring activity is strategically aligned, commercially robust and deliverable, and that commercial income is effectively reinvested to enhance sales, marketing and destination activity for Edinburgh’s business events sector.

Acting as the primary lead for partner and member relationships, the post holder will ensure the Convention Bureau’s commercial and membership offer is compelling, transparent and aligned with industry needs, while embedding principles of sustainability, accessibility and Fair Work across partnership design, decision-making and delivery. The role supports the Convention Bureau’s wider objectives to grow year-round economic impact, encourage responsible and inclusive business events, and enhance Edinburgh’s international reputation as a city of choice for business events through collaboration with public, private and third-sector stakeholders.

#### The what - major tasks and job activities

1. Develop, innovate and refresh the Convention Bureau’s membership proposition, ensuring it is compelling, relevant and aligned to organisational objectives.
2. Take the membership offer to market, proactively converting new sign-ups and growing the membership base.
3. Build, nurture and maintain strong relationships with members, acting as the main point of contact and ensuring the membership experience is professional, engaging and high value.
4. Lead on all membership invoicing and subscription management in partnership with stakeholders as required, ensuring accurate billing, timely payments, and reconciliation of accounts.
5. Achieve agreed income, conversion, and pipeline KPIs, regularly monitoring performance and taking action to meet or exceed targets.

6. Track, monitor and forecast membership income, providing accurate pipeline and performance reports for senior stakeholders.
7. Work collaboratively with colleagues across the Convention Bureau to ensure all membership benefits are clearly communicated, delivered, and tracked, including coordinating delivery across teams as required.
8. Provide members with regular updates and insight on the return on investment (ROI) of their membership, demonstrating value and reinforcing engagement.
9. Identify, develop and implement new commercial opportunities to enhance the Convention Bureau's income streams, which may include digital advertising, sponsorship, campaigns, or other revenue-generating initiatives.
10. Monitor overall income performance, membership growth, retention, and satisfaction, providing reports and insight to senior stakeholders to inform strategic planning.
11. Ensure all commercial activity and membership management complies with Council policies, governance, financial regulations, and ethical standards.
12. Represent the Convention Bureau at relevant industry events, trade shows, partner meetings and networking opportunities to promote membership and commercial initiatives.
13. Work with partners and stakeholders to design and run a programme of community events for members to drive awareness and encourage adoption of fair work, sustainability and accessibility principles within their business, as well as maximising the opportunities of business events.
14. Conduct regular membership gap analysis to develop and maintain a live pipeline of prospective members, while sustaining existing members.

**The how - knowledge and skills, creativity and innovation, contacts and relationships, decision making**

- Should have a relevant degree or equivalent professional qualification or experience.
- Ability to design and innovate membership and commercial propositions that respond to market needs, deliver clear value, and generate sustainable income.
- Willingness to explore new commercial income streams while working within a public-sector framework.
- Strong relationship-building skills with members, partners, and industry stakeholders.
- Confident networker able to establish credibility and trust with both public and private sector representatives.
- Able to collaborate effectively across teams to deliver benefits and commercial objectives.
- Ability to make sound, evidence-based decisions on membership offerings, pricing, commercial opportunities, and income forecasting.
- Balances financial, reputational, and strategic considerations in decision making.
- Experience in partnership management, membership organisations, or income generation.
- Ability to manage budgets, track income, forecast revenue, and report performance accurately.

- Excellent written and verbal communication skills, able to present propositions, ROI, and performance updates persuasively.
- Skilled negotiator with the ability to influence internal teams and external partners.
- Strong organisational skills to manage multiple member relationships, priorities, and deadlines simultaneously.
- Competence with CRM, membership management systems, and Microsoft Office.
- Ability to maintain accurate records, analyse data, and provide insights for decision making.
- Understanding of public-sector governance, ethical standards, and compliance requirements.
- Operates confidently within policy frameworks while maintaining a commercial mindset.
- Experience working with or knowledge of fair work, sustainability and / or accessibility within a business environment.

### **Environment - work demands, physical demands, working conditions, work context**

- Willingness and flexibility to travel and work outstand standard hours, including evenings and weekends, to meet business and stakeholder requirements.
- Expected to manage own time, to meet deadlines and deliver outcomes to agreed quality standards.
- Physical demands and conditions will be predominantly within the range of normal office based activities.
- All employees are expected to adhere to Council standards of practice in line with policy, e.g. health and safety, code of conduct

### **Supervision and management of people**

- The post will be responsible for directly managing up to 3 people alongside managing relationships and cross-service teams to deliver service activities

### **Resources the job holder will be responsible for**

- This post will be responsible for organising and managing partner related events, such as training and networking events, within assigned budget.
- They will also be responsible for monitoring spend and partnership income, ensuring targets are met.
- The post will have shared responsibility for the security and maintenance of council wide information systems.

### **Additional information - health and safety**

Protecting the health and safety and welfare of our employees, and our third parties including members of the public, contractors, service users and pupils, is the starting point for a forward-thinking Council.

All employees' responsibilities:

1. Taking care of their own health and safety and welfare, and that of others who may be affected by their actions or omissions.

2. Co-operating with management and following instructions, safe systems and procedures.
3. Reporting any hazards, damage or defects immediately to their line manager;
4. Reporting any personal injury and work-related ill health, and accident or incident (including 'near misses') immediately to their line manager, and assist with any subsequent investigation, including co-operating fully with the provision of witness statements and any other evidence that may be required.

Line managers have additional responsibilities for ensuring all health and safety risks under their management are identified, assessed and controlled, with specialist input from H&S Advisers and others including Occupational Health where required. Where the risks cannot be adequately controlled the activity should not proceed.

Additional information can be found in the [Council Health and Safety Policy](#).