

Commercial Officer (Income Generation)

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Company: London Borough of Haringey

Location: Noel Park

Category: other-general

About Haringey

About us Haringey Council is one of 32 in London. Haringey is an extremely diverse borough, and the Council has set clear ambitious objectives through its borough plan to make Haringey a better place to live, encourage investment and create opportunities that all can share. Haringey's vision for the future is one of sustainable growth, in housing and jobs and on helping our residents and businesses take advantage of that growth. We have got huge ambitions for Haringey. As the shape of local government continues to change, we are determined to rise to the challenge and find new ways to ensure that our residents enjoy the best opportunities in life. Working at Haringey gives you the opportunity to play a part in meeting those ambitions on behalf of everyone who calls the borough their home.

About the role

We are in search of an experienced and ambitious Commercial and Income Generation Officer, who can drive revenue growth through strategic income generation initiatives, with a particular emphasis on maximising advertising income. This role involves implementing identified and agreed commercial opportunities to generate income for the council, while proactively seeking and identifying new potential commercial avenues that align with the council's goals and values. The ideal candidate will possess the ability to seek out opportunities across multiple platforms and council assets, develop new revenue streams,

and effectively implement them.

Working for Haringey

At Haringey Council we are committed to creating a workplace culture where all our people feel valued, included, and able to be their best at work, and we recognise the benefits of a diverse workforce so welcome applications from all ethnicities and communities so that we continue to make a difference to our residents and community. Our benefits package includes a leave entitlement of 31 days + bank holidays, potential hybrid working opportunities, health and wellbeing support, a generous local government pension scheme and a range of discount schemes across leisure and culture that provide both financial and money-saving discounts.

About you

Ideally, we seek a candidate with a robust background in income generation and sales, coupled with unparalleled business acumen. It is imperative that you possess comprehensive knowledge of various commercial techniques and channels. Collaborating closely with communications and senior colleagues throughout the council, you will be tasked with implementing effective income generation strategies. Demonstrable success in generating commercial income within a large, complex organisation, consistently meeting or surpassing revenue targets, is essential. Additionally, a proven track record of independently initiating and executing change projects is highly valued. Excellent communication skills, both verbal and written, including adeptness in presenting ideas in formal, informal, and public settings, are indispensable traits we are looking for in the ideal candidate.

About the team

The council's communications team is responsible for delivering the council's internal and external communications – from staff newsletters to our flagship residents' magazine, Haringey People, and the commercial and operations team have a key role in securing advertising, sponsorship and income generation initiatives. As a pivotal member of the communications team, you will report directly to the Commercial and Operations Manager leading the

development and implementation of initiatives aimed at generating income, thus ensuring the council's long-term financial sustainability. Together, as a unified team, we endeavour to maximise outcomes for the council.

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