

JOB DESCRIPTION
COMMERCIAL MANAGER



RESPONSIBLE TO: Director of Finance and Director of Operations

This role is required to support the School's existing commercial operations as well as to identify, develop and implement new revenue streams for the School by the commercial use of our excellent facilities at times when they are not required by the School. The successful candidate will work closely with the School's Operational teams, including External Relations and Admissions, to design and deliver a brand and messaging for beneficial and profitable commercial activity.

The responsibilities of the Commercial Manager are not limited to but will include the following:

COMMERCIAL ACTIVITIES

- Provide supportive management, monitoring, assistance and advice to the Sports Centre Manager, Head of Aquatics, Retail Manager and Equestrian Centre teams to ensure that the operations remain as commercially viable and well-run as possible.
- Take responsibility for both managing existing lettings and increasing commercial income of the School.
- Contribute to the School's strategic thinking and planning in regard to diversification of income.
- Submit well informed and financially sound business cases.
- Identify and assess what existing markets and activities the School would be able to compete in successfully.
- Keep abreast of market trends and competitive activities.
- Investigate the viability (and if approved manage and run) revision courses using School facilities.
- Invest time building a strong local network in order to further the objectives of the role.
- Act as the focal point for all non-sport lettings enquiries; before, during and after the letting takes place.
- To be a Personal Licence Holder and Designated Premises Supervisor for the School when required.
- To manage the Lettings calendar, liaising closely with others to make sure that external books are known about and planned for.
- Attract new lettings from clubs and groups to maximise income ensuring that a balance is made between the School's needs and lettings.
- Review the School's website with regards to Lettings.
- Liaise with relevant department heads to make sure they're aware of the weekly lettings timetable and future bookings.
- Work with the External Relations Team to promote the School as a venue, including production of appropriate literature e.g. lettings brochures etc.
- Manage enquiry emails, ensuring timely responses and identifying key lettings.
- Work with clients to plan their events and activities.
- Plan and run weddings, Charity dinners, corporate and all residential or non-resident events (at evenings/weekends as required), including submitting necessary licence applications.

- Meet and check-in lettings groups (at evenings/weekends as required) and ensure all Health and Safety requirements are explained on check-in, including fire procedures and sharing of other appropriate risk assessments etc.
- Co-ordinate film enquiries and filming days.
- Co-ordinate the work of staff assisting with Lettings and to ensure all resident staff and other relevant staff are aware of lettings on site.
- Prepare lettings agreements/venue hire agreements for all commercial activity
- Ensure lettings have any necessary documentation, such as insurance, safeguarding policies, DBS and others.
- Working with the Finance Team, prepare invoices and manage debtors.
- Manage departmental budgets

SCHOOL EVENTS

On instruction from the Director of Finance or Director of Operations:

- Assist with administration, preparation and running of events as required e.g. Open Days, School plays, Speech Days providing “hands on” assistance where required.
- Work closely with, and where necessary co-ordinate and assist in all areas of our Operational teams to ensure smooth events experience for internal and external users.
- Work closely with all other departmental line managers to ensure any support required is planned adequately in advance, and any areas of concern can be deconflicted.

OTHER

- Support (and deputise for in their absence) the Facilities Manager in running the Facilities department and ensure excellent co-operation and communication between all School departments.
- Work closely as necessary to support the Head of Admissions and Marketing.
- Promote conversion from short stay commercial income into permanent students.

PERSON SPECIFICATION

- An enthusiastic and professional attitude with a hands-on approach to running commercial activities.
- Educated to A level or above
- Strong commercial skills including pricing and evaluation
- Strong customer service and client satisfaction mindset to deliver high standards.
- Creative thinker who is results-driven
- Comfortable with constructive challenge of the status quo
- Evidence of working in a similar role/ experience of assisting with events planning and management and have an awareness of Health and Safety issues.
- Extremely well organised, with the ability to multi-task and prioritise own workload in order to meet tight deadlines whilst maintaining a high degree of accuracy
- Able to establish and maintain excellent working relationships both within the School and its wider community
- Excellent IT skills including use of Databases, Microsoft Office (Word, Excel PowerPoint and Outlook)
- Excellent communication skills

- Clear understanding of the importance of promoting and safeguarding the welfare of children
- Ability to anticipate potential issues, use initiative and problem solve
- A flexible approach to working hours and willingness to work on evening and weekend events when required
- A keen eye for detail and high expectations of presentation
- Common sense and initiative
- Ability to motivate others and build teams
- Hold a relevant qualification in Events Management (desirable)
- Experience of working in a hospitality environment where high standards and flexibility are expected (desirable)
- Willing and able to hold an agreed line in a firm but professional way.
- A proven and effective negotiator.
- An outstanding ambassador for the Schools.

Working hours are 40 working hours per week, full year. Exact working hours will be flexible, with evening and weekend work required in support of lettings or large school-wide events.

Salary depending on qualifications and experience, but likely to be in the region of £45,000 per annum.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post holder will be subject to a DBS check.