

The Leicestershire College Job Description

1. Job Details

Job Title:	Commercial Manager
Competency Level:	Leadership 2
Reporting To:	Director Transformation, Strategy and Development
Department:	TLC Commercial
Annual Salary (FTE):	£40,182 per annum + substantial bonus opportunity (OTE £48,000)
Date:	July 2018

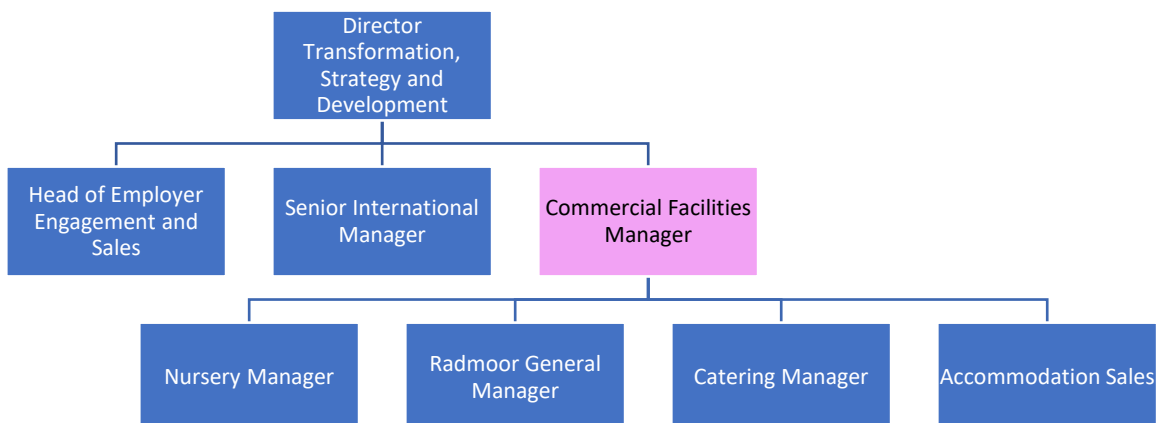
2. Job Purpose

To lead the strategic development of Commercial activities, including commercial room hire, accommodation sales, catering, Radmoor facilities and the Radmoor Nursery, ensuring alignment with the College business plan and overall corporate objectives while working closely to grow each area.

3. Dimensions

- a) *Capital and Revenue Budgets – Total College Budget £32m*
- b) *Staff Numbers – Direct and Indirect - TBC*

4. Organisation Chart



5. Key Responsibilities

- Lead the strategic business planning and operational implementation of the commercial facility activities to ensure outstanding quality, growth, profitability, financial stability, and strategic alignment to government and key college priorities and meet agreed business planning targets.
- Work with curriculum departments to target and grow relevant provision in order to meet strategic targets, local priorities and College objectives (income and numbers), resulting in delivery of a step change in income generation to support and enhance the role and reputation of the College.
- Work in partnership with employers and community users to ensure the highest quality provision, customer and further business development through long term relationship management.
- Collaborate with student services to ensure internal catering provision is fit for purpose, promotes the College's healthy further education agenda and caters to the varied customer base and user group.
- Lead the department using dynamic leadership skills, through departmental management and support the development of staff in the department, including recruitment, appraisal and performance management, as required.
- Manage and grow commercial income, in accordance with College priorities. Manage and monitor all relevant budgets with capacity to explore leadership of other income-generating areas across College.
- Take a lead in developing new services across the commercial facilities particularly in the Radmoor Centre.
- Engage and lead on the marketing, both internally and externally for those areas of responsibility within the area.
- Develop with the Director of Business Development, a comprehensive community engagement strategy for the external facility use including a community engagement programme.
- Lead, manage and ensure contractual and sub contractual compliance on a portfolio of College contracts in the department, both internal and external, including full cost income targets.
- Generate, develop and maintain excellent, sustainable relationships with customers, partners and colleagues at all levels.
- Retrieve, analyse and use data to judge performance in line with targets and budgets, forecasting and re-forecasting, predict trends and highlight any areas of concern, in relation to both quality improvement and finance.
- Manage the available resources of space, staff, money and equipment efficiently within the limits, guidelines and procedures laid down; including deploying the area's budget, acting as a budget holder, requisitioning, organising and maintaining equipment and stock, and keeping appropriate records
- Ensure the current and relevant funding guidance rules are adhered to and opportunities to obtain funding are maximised.
- Be responsible overall for risk management and assessment, workshop audits, health and safety in the department, safeguarding and the promotion of equality and diversity.

6. Key Result Areas

Action

Target and grow provision in accordance with College priorities.

Establish high quality relationships with users leading to high customer satisfaction rates.

Retrieve, analyse and use data to judge performance.

Result

Maximise income generation

Enhance reputation to become the local college of choice for opportunities and facility hire.

Ability to predict trends and maximise income growth opportunities. Target under performance and improve quality

7. Key Working Relationships and Communications

Internal: Curriculum teams, commercial team, senior management team, executive

External: Partner organisations, funding agencies, employers, customers.

8. Scope for Impact

- Growth and budgets in line with targets
- Develop long term external relationships with relevant partners

9. Competency profile

The following profile is a description of the required competencies of the role:

Competency	Descriptor	Competency	Descriptor
Accountable - <i>We have full ownership for our actions, thinking through our decisions and taking responsibility for the outcomes.</i>	Maintains a healthy and safe environment for College people and visitors. Swiftly implements changes to keep up with legislation and best practice. Realises the potential of individuals, teams and the College by creating a high performance culture and continuous improvement. Makes high quality finance and resourcing decisions which add value and focus on the financial sustainability of the College. Manages a team which consistently improves College profitably and/or sustainability; uses business data to forecast and monitor.	Entrepreneurial - <i>We think outside the box, exploiting technology and providing opportunities using our initiative and creativity.</i>	Leads a team or department which embraces innovation and continuously improves performance. Sees the bigger picture for the College and sets agenda for team or department accordingly. You can develop formal proposals and plans for the practical implementation of an idea and can support others in doing this. You are knowledgeable about the College's vision, strategy and direction across all areas and relate this to your own area of responsibility.
Agile - <i>We are flexible and responsive in all that we do and demonstrate adaptability towards new challenges and changing environments.</i>	Champions and drives through change strategically. Leads team through change with flexibility and pace. Creates an effective structure for problem solving in team; develops problem solving capability in team. Makes well-judged decisions where there is difficulty or ambiguity; develops decision making capability in team. Manages people and projects effectively and consistently delivers high quality, on time and to budget. Uses understanding of current and future needs of customers to help shape the future strategy of the College. Understands the importance of appraising and evaluating results of online searches and be a critical user of digital technologies.	Inspiring - <i>We are passionate and positive about what we do, creating challenging and motivational environments where everyone grows and succeeds.</i>	Inspires people to reach great heights of performance and success through leadership. Communicates with impact and sophistication; adapts style and uses varied media to meet different audience needs. Promotes and ensures diversity, equality and inclusion in own team; team works within relevant laws.
Engaging - <i>We are focussed on building relationships, using clear communication to ensure everyone participates and feels part of the College.</i>	Builds and leads effective teams; leverages strengths; promotes and enables effective cross departmental working. Communicates with accuracy; enables mutual understanding; confident presenter. You regularly express gratitude and appreciation to others who have provided information, assistance or support.	Integrity - <i>We are open, honest and transparent in our work, behaving professionally and ethically at all times</i>	Credibly represents the College by demonstrating a superior knowledge of subject area - current and related topics. Demonstrates social awareness; manages relationships; influences people and events. Is widely regarded as empathetic. Creates a culture which values diversity and prioritises equality and inclusion. Demonstrates social awareness; manages relationships; influences people and events. Is widely regarded as empathetic.

10. Knowledge, Skills and Experience (Person Specification)

QUALIFICATIONS		ESSENTIAL	DESIRABLE	HOW ASSESSED
1.	Degree or equivalent in a relevant discipline	•		Application
2.	Level 5 Management qualification (DipHE, Foundation degree, HND, NVQ or Award)		•	Application
3.	Qualifications in English and Mathematics Levels 4-9 (GCSE A-C)	•		Application
EXPERIENCE				
4.	Strategic account management and a track record of significant business development achievement, delivering consistent results against ambitious income targets	•		Application Interview
5.	Significant experience of expanding the customer portfolio by adding new accounts as well as developing and strengthening existing relationships	•		Application Interview
6.	Experience of quality assurance and improvement	•		Application Interview
7.	Experience of inspection and audit processes	•		Application Interview
8.	Experience of establishing high value partnerships and networks	•		Application Interview
9.	Experience of working at a strategic level and assimilating and analysing information quickly in order to debate complex issues	•		Interview
10.	Operational management experience including the control of sizable resources and budgets	•		Application Interview
11.	Monitoring, assessing and evaluating the effectiveness of operations, and implementing appropriate changes	•		Application Interview
12.	Health & safety and risk assessment experience		•	Application Interview
SKILLS & KNOWLEDGE				
13.	Sound understanding of relevant policy, funding and developments at local, national and international level	•		Application Interview
14.	Strong negotiating and influencing skills, robust judgement and the ability to convince through personal credibility	•		Interview
15.	Knowledge of how to secure and demonstrate value for money in the delivery of services	•		Interview
BEHAVIOURS				
16.	A strategic thinker who is energetic and determined	•		Interview
17.	Personal integrity and a personal style that demonstrates authority and commitment, and inspires trust and confidence	•		Interview
18.	Ability to work under pressure, to tight deadlines and to take responsibility for meeting agreed targets	•		Interview

19.	A persuasive, personable communicator, with both customers and colleagues & ability to talk at all levels and build strong relationships inside and outside the business	•		Interview
20.	Commitment to equality	•		Interview
21.	Commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.	•		Interview

Notes

1. A satisfactory Enhanced Disclosure & Barring Service check is required for this post. The Leicestershire College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
2. The Leicestershire College retains the right as a condition of your employment to require you to undertake such other duties as may be expected of you in the post mentioned above, or in a similar post within the College.
3. This job description and person specification was prepared in **July 2018** and may be amended in light of changing circumstances following discussion with the post holder.

Job Description Agreement

Job Holder Signature		Date	
Manager Signature		Date	