

WE

WISHFORD  
EDUCATION

# COMMERCIAL DIRECTOR

Candidate Pack



## INTRODUCTION

Wishford Education is a leading provider of independent schools, nurseries, holiday clubs and residential camps operating from high quality settings across the south of England. Our pupils benefit from the fantastic facilities our schools and nurseries provide. When they're not in use, we need to make sure they're earning an income to help offset our running costs and keep our fees as competitive as possible. As a result, in a very competitive market, our commercial activities are an increasingly important part of our group.

The Commercial Director will lead our full portfolio of commercial activities, including residential and day camps, events and lettings. High-quality year-round commercial provision is both an important marketing tool for our schools and a vital way to generate additional income to reinvest into our educational provision. As such, the key deliverables are growth in income and the quality of provision.

The successful candidate will shape and deliver a development plan to grow this area of our group, enhancing and expanding our existing provision and identifying opportunities for new revenue streams and growth through acquisitions.

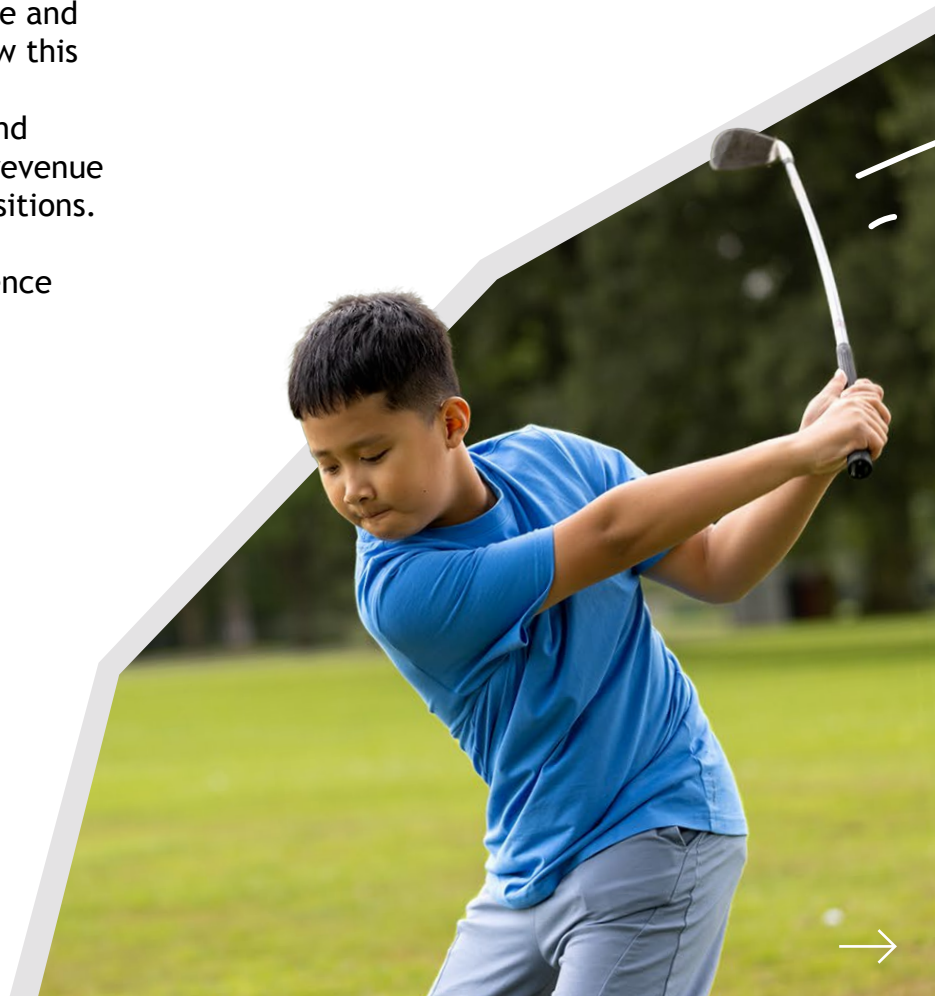
If you've got the skills and experience we're looking for, let's chat!

## WISHFORD EDUCATION

Founded in 2011, our group comprises nine independent schools, eight day nurseries and multiple day and residential camp settings. Currently based in Wiltshire, Gloucestershire, Berkshire and Kent, we're actively looking for high quality opportunities to expand our provision.

The group aims to provide an excellent education to all pupils, giving every child the opportunity to shine. Standards and expectations are high, and staff and pupils are challenged and supported to give their best. For more information, please visit: [www.wishford.co.uk](http://www.wishford.co.uk)

For an informal discussion about the role, please contact Sam Antrobus, Executive Chairman:  
[sam.antrobus@wishford.co.uk](mailto:sam.antrobus@wishford.co.uk)



## THE ROLE

The key aspects of the Commercial Director role are:

### Strategy & Vision

Define and communicate a compelling strategic vision for the commercial division.

### People

Lead and manage your direct reports. Identify opportunities to develop talent and build the team needed to deliver the vision.

### Sales & Marketing

Set and monitor sales targets and report on performance to the Board. Support the sales process through training, business development and direct involvement in identifying and closing sales. Oversee the marketing strategy and ensure high quality planning and delivery of marketing activity.

### Financial

P&L responsibility. Ensure delivery of performance against budget. Identify and evaluate opportunities to generate additional business.

### Operations

Maintain a close oversight of preparation for and delivery of commercial activity. Be a highly-visible presence across the portfolio of activities, ensuring standards of delivery meet the group's very high expectations for quality. Ensure appropriate staffing is in place and proper planning and coordination has taken place.

The Commercial Director has responsibility for the following business areas:

### Residential Summer Schools

Launched in 2022 and currently running at Westonbirt School and Hatherop Castle School, these high-quality summer schools attract students from around the world to experience life in an English boarding school and deliver a mix of language training, exiting activities and excursions. [wishford.co.uk/international-summer-schools](http://wishford.co.uk/international-summer-schools)

### Discover Activity Camps

our newly formed day camps brand, currently in the process of being rolled out across our schools. Day camps operate throughout each holiday period, keeping children entertained with fun and engaging activities. The brand also encapsulates our specialist sports day camps provision (Rugby, Netball and Swimming running this summer) and specialist academic camps (STEM). [wishford.co.uk/discover-activity-camps](http://wishford.co.uk/discover-activity-camps)

### Weddings & Events

we offer high quality weddings and events, primarily from Westonbirt School where we have an experienced events team. There is scope to expand the offering to other locations. [westonbirtevents.co.uk](http://westonbirtevents.co.uk)

### Lettings & Sports

our sites have been used for a wide variety of events including film shoots, antiques fairs, film festivals and residential choir groups. Our sports pitches, halls and theatres, and other facilities are available to hire. In addition, we have a portfolio of residential properties available to let.



## PERSON SPECIFICATION

The successful candidate will have the following skills and qualities:

- Excellent interpersonal & communication skills.
- Very high standards and attention to detail.
- Ambition, energy, enthusiasm and commitment.
- A positive can-do attitude and willingness to be hands-on.
- A strong entrepreneurial spirit.
- The ability to multi-task effectively.
- Excellent organisational, time management and task management skills.
- Ability to build relationships with and influence stakeholders.
- Team spirit and a can-do attitude.

The successful candidate will have the following experience:

- A track record of successful leadership in a related or analogous sector.
- Strong sales and sales management experience.
- P&L responsibility and managing performance against budget.

## HOW TO APPLY

Applications should be submitted via the **TES jobs portal** or by completing an **application form**.

Closing date: 29 September 2023

## TERMS

Based at the group's support office in Corsham and Westonbirt School in Tetbury, this is a full-time role with flexible working options.

A competitive package of salary and benefits is available, including pension contributions and potential for means-tested discount on school fees. Salary is dependent on experience.

**Wishford Education is committed to safeguarding and promoting the welfare of children and young people. Candidates must be prepared to undergo appropriate pre-appointment child protection screening.**

