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**Job Description**

**Job Title:** Commercial Manager

**Reports to:** Director of Operations

**Responsible for:** Lettings Team (including swimming pool)

**Working Time:** Permanent – Full time (37.5hrs per week)

**Purpose of Job:**

To manage, run and increase all aspects of the School’s growing commercial activities.

**Main Duties and responsibilities:**

To lead and manage the existing commercial activities of Royal Russell School, and to develop, review and implement new strategies whilst maintaining a clear focus on the needs of the School as a whole.  To support the key objective within the School’s Development Plan of increasing non-fee income in order to contribute to the funding of the necessary and exciting improvements to the School’s buildings and facilities, and charitable ambitions. To define long term strategic commercial development goals and implement successful strategies to meet or exceed targets. To build key client and stake holder relationships, while identifying opportunities to optimise the use of the School’s facilities.

**Research and Strategy**

* Develop and implement a robust commercial strategy for the School (including policies).
* Develop academic-related commercial opportunities which will jointly benefit the pupil experience and increase non-fee income.
* Develop and implement a robust income generation strategy for the school’s facilities.
* Research and implement commercial projects making best use of the school academic services and buildings, with a view to maximising non-fee income generation streams both in and out of term time.
* Develop an understanding of the external market and competition the School faces, formulating strategy to ensure that the school is the commercial partner of choice.
* Develop a clear understanding of all potential non-fee income generation streams; how the School’s buildings and facilities can be used, and how they would need to be strategically managed, to address income generation.
* Develop a comprehensive commercial strategy, consulting with the Marketing Manager to ensure a coherent approach.
* Establish a clear understanding of the demands of the School on all marketable facilities and ensure that all commercial use is compatible with day-to-day School usage/requirements.
* Ensure careful planning and communication in relation to commercial projects and events at all times ensuring no impact on the existing pupil experience.
* Develop and manage a competitive hire fee structure.
* Establish operational processes to efficiently facilitate all commercial activities.

**Business Development and Marketing**

* Drive commercial opportunities providing vision, inspiration and high professional standards.
* Develop new commercial relationships with potential clients, whilst managing current business and develop new and innovative initiatives for commercial development.
* Maintain extensive knowledge of current market conditions, in particular regarding the School’s commercially marketable assets.
* Work collaboratively with the Marketing Manager to develop brand recognition in all aspects of non-fee income generation.
* Preparation of business plans, including financial reports and forecasts, ensuring revenue and profit targets are achieved and that occupancy levels reach the maximum in line with commercial strategic targets.

**Operational Management**

* Management of all commercial activities to ensure that provision meets customer expectations and budgetary targets.
* Develop and regularly review the School’s Lettings Policy ensuring legal and legislative compliance at all times.
* Develop reporting procedures and systems for collection of data and managing KPIs.
* Be responsible for coordinating proposals and contract negotiations with external clients.
* Continual review of practices and procedures ensuring compliance, best practice and improvement identification.
* Ensure support network is in place to provide high standards of service provision.
* To attend events, or to ensure that events are managed by a suitably qualified and competent member of staff.
* Working closely with IT, estates and catering teams to manage the provision of support services required by clients.
* Recruit, train, develop and manage suitably qualified and experienced commercial staff.

**Stakeholder Management**

* Ensure careful planning and communication with all stakeholders in relation to commercial projects and events at all times.
* Working closely with the support team to contribute to the development brief for future projects, ensuring facilities optimise the long-term use of the School’s facilities.
* Work closely with the Estates Manager to ensure that commercial activities do not conflict with the regular maintenance programme.
* Work closely with the Development Manager and Marketing Manager to ensure commercial activities and community partnership programmes do not conflict with one another and reflect the School Development Plan.

**General responsibilities**

* Ensures the safety and well-being of children and young people at the School by adhering to and complying with the School’s Safeguarding (including Child Protection) Policy and Procedures at all times.
* Attends Royal Russell Day and Open Day as required.
* Displays correct staff identification at all times whilst on site.
* Attends training and staff INSET sessions organised by the School to provide a consistent approach across the entire School staff population.
* Adheres at all times to Health & Safety legislation, and all departmental policies and procedures, to ensure the safety of you and colleagues as well as pupils, staff and visitors.
* Carries out any other reasonable duties as requested by the Headmaster or Director of Operations.

This job description contains an outline of the typical functions of the job and is not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The job-holder’s actual responsibilities, tasks, and duties might differ from those outlined in the job description, and other duties commensurate with this level of responsibility may be either permanently or temporarily assigned as part of the job.

**Person Specification-Commercial Manager**

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|  | **Essential Criteria**  Criteria Assessed by: Application (A) and Interview (I) | **Desirable Criteria** |
| **Qualifications and Experience** | * Graduate or equivalent professional qualification (A) * Proven high quality experience of business development and associated operational and financial management (A) * Proven high quality experience of commercial marketing (A) * Proven ability in client liaison and management (A) * Proven leadership qualities (A) | * Experience of working in the education sector (A) * Experience and ability in the fields of event and/or hospitality industries (A) * An understanding of the licensing trade, legislation and good practice (A) |
| **Knowledge /Skills** | * Meticulous administration, planning and the ability to meet targets and deadlines  (A & I) * Capacity to produce and articulate a successful commercial strategy for the School (A & I) * Familiarity with Microsoft Office applications (A & I) * Worked with branding, image and style (A & I) * Adept at managing budgets and obtaining “best value” from suppliers  (A & I) | * Knowledge of child protection and safeguarding policies (A & I) |
| **Personal Attributes** | * Friendly and approachable with a can-do mind-set (I) * Analytical and intelligent, capable of undertaking independent research and analysis (A & I) * An ability to communicate succinctly, effectively and attractively both orally and in writing (A & I) * Ability to inform and influence with strong and persuasive communication skills (A & I) * Tact, sensitivity and the ability to handle confidential material with discretion (A & I) * High degree of personal motivation, initiative, energy, creativity and drive (A & I) * Able and willing to adopt a flexible attitude to working hours including being prepared to work regular evenings and weekends (A & I) * An interest and empathy with the ethos and aims of Royal Russell School (A & I) |  |

October 2017