



Commercial Manager

The Commercial Manager is responsible for the profitable management of Mount Kelly Enterprises Ltd. (MKEL) and Mount Kelly Swimming Ltd. (MKSL), the commercial arms of the Foundation.

The Commercial Manager will be responsible for developing and implementing a commercial strategy to maximise the Foundation's revenue (excluding fee income). The role will report to the Head Master and Principal as Director and Chair of MKEL and MKSL.

The Commercial Manager will also be a member of the Board of Mount Kelly Overseas Ltd. (MKO).

Duties and Responsibilities

Commercial Strategy & Implementation

Key duty and responsibility: to develop and implement the strategy for commercial growth within the Foundation's activities domestically and internationally

- To maximise commercial revenue both in and out of term time
- To ensure all commercial activity is safely delivered and adheres to statutory obligation
- To develop and maintain an excellent understanding of the Foundation's brand and its clients
- To work closely with senior leaders in order to integrate efficiently commercial activity within the wider operations of the school
- To assess and report on business risk and new commercial opportunities
- To ensure that all commercial activities meet or improve on budget, cost and efficiency targets in line with business objectives
- To collate, analyse, communicate and report business data and customer feedback
- To liaise with the finance team in preparation of budgets, management accounts and end of year accounts and accompanying reports
- To report to the Head Master and Principal of the Foundation and to Directors of MKEL/MKSL on the commercial performance of the Foundation
- To negotiate and be responsible for all commercial contracts
- To develop corporate relations and to enhance the Mount Kelly's reputation and interests within the wider community and beyond

Mount Kelly Swimming Ltd. (MKSL)

Key duty and responsibility: to maximise the commercial activity of MKSL

- To manage the overall operation of the Mount Kelly Swim Centre
- To ensure the commercial efficiency of all swimming facilities

- To ensure the effective welcome and management of groups, particularly in regards to Health and Safety and client satisfaction
- To develop, monitor and report as appropriate on the financial operation of MKSL in line with the business plan agreed with Sport England
- To analyse records of pool visits, usage and client feedback and provide reports as appropriate to the MKSL Board and Sport England
- To maintain a thorough understanding of all relevant regulations relating to the operation of swimming pools and ensure that MKSL is, at all times, regulatory compliant
- To ensure compliant safeguarding procedures and training for all employees of MKSL
- To develop and maintain commercial links with the local and regional swimming community
- To develop and maintain links with Swim England, British Swimming, Sport England, Local Authorities, Active Devon, Schools Partnerships and other organisations that assist in the development of community participation
- To liaise closely with the Director of Swimming to devise and implement plans for the Centre's development of all aquatic sports and activities

Mount Kelly Enterprises Ltd. (MKEL)

Lettings:

Key duty and responsibility: to maximise the commercial use of the Foundation's buildings and accommodation within the constraints of the school's calendar

- To oversee the Office Manager's management of the bookings process
- To ensure the effective welcome and management of groups, particularly in regards to Health and Safety and client satisfaction
- To develop and maintain an excellent understanding of the Foundation's clients to ensure needs are met and business is retained
- To manage existing relationships with short-term and long-term lets including Simply Outdoors and the Physiotherapy Centre
- To develop, monitor and report regularly on the performance of lettings within the operation of MKEL

School Shop:

Key duty and responsibility: to ensure the efficient, appropriate and profitable operation of the School Shop

- To understand the community's expectations of the School Shop
- To manage School Shop staff
- To negotiate with suppliers to ensure the best quality, price and service
- To develop, monitor and report regularly on the performance of the shop within the operation of MKEL
- To ensure compliant safeguarding procedures and training for all employees of MKSL

Marketing

- The Commercial Manager has responsibility for the strategic planning and marketing of MKEL and MKSL and will work closely with the Director of Admissions and Marketing of the School in order to maximise opportunity

Other

- To manage all internal and external complaints whilst keeping precise and accurate reports
- To manage MKEL/MKSL staff, ensuring the team operates within the framework of the Foundation
- To understand relevant regulations and ensure that all commercial activity is regulatory compliant
- To undertake an audit of regulatory compliance whenever necessary
- To take overall responsibility for all appropriate policies ensuring they are up to date and available on request

Personal Specification

Qualifications/ Experience	<ul style="list-style-type: none">• Educated to degree level in relevant subject e.g. Marketing, Finance• Commercial background• Extensive experience and success in senior management• Evidence of continued professional development over a sustained period of time• Experience of budget management, financial planning and income generation
Skills/Knowledge	<ul style="list-style-type: none">• Strong values• Excellent leadership skills• Expert negotiating and influencing skills• Excellent communication skills, verbal and written• Excellent organisational and project management skills• Ability to take responsibility for tasks, prioritising and scheduling personal and team workloads to ensure deadlines are met• Developed analytical and research skills• Ability to collate and present statistical data• Knowledge of a wide range of marketing techniques and concepts• Expertise in developing strategic plans• Enthusiastic, results driven, co-operative• Ability to build strong external relationships to enhance and strengthen the Mount Kelly profile• Commercially astute and customer focused
Other	Satisfactorily meeting the employment checks – Disclosure and Barring Service (DBS) check, health assessment, references, qualifications and legal entitlement to work in the UK