



Commercial & Business Development Manager

REPORTING TO: General Manager

SALARY RANGE: £24-27K DOE, with potential for increase as KPIs are achieved/exceeded

ROLE SUMMARY:

As the Commercial and Business Development Manager you'll be responsible for overseeing every aspect of the commercial operation at Sacrewell; retail, camping, Playbarn admission and commercial events will all be under your watchful eye. This job is challenging and requires a number of skills - good business sense and financial planning, marketing skills, strategy development and implementation.

You'll need to be a creative thinker in order to spot new opportunities and to establish rapid growth within our commercial offer, all the while being mindful of the William Scott Abbott's charitable aims and objectives. You'll be responsible for supporting consistently high visitor experience scores and delivering excellent customer service are part of everyday culture in your teams. You'll have high expectations for presentation and the quality of the offering in each department.

You'll always be looking for ways to maximise sales and improve our financial results through retail and our other commercial operations.

As part of the management team you'll need to work with other Heads of Department to ensure the ambitions of the property business plan are being met across the entire site.

As a property that is open over 350 days of the year, you'll need to provide an all-year operation and be able to support the changing programme during our busiest periods, such as Easter, school holidays and Christmas. You will be part of the management team and will regularly be on the Day Management rota for the property and will deputise for the General Manager as required.



KEY RESULT AREAS:

The post holder shall:

- Ensure financial targets are met and create additional revenue streams to meet the ambitions of the Business Plan.
- Manage all delegated budgets to ensure profit delivery within retail, camping and functions.
- Lead the Visitor Welcome and Sales team to develop and maintain a customer focused culture where all team members play their part to both protect and enhance the visitor experience. Encourage each team member to go above and beyond whenever possible, always projecting a friendly and helpful approachable image of Sacrewell.
- Identify key challenges and opportunities to improve performance at the property and resources needed for delivery.
- Be prepared to project manage medium and small projects ensuring the right level of support from internal and external colleagues and delivery against agreed criteria on time and on budget.
- In partnership with heads of department, create a very enjoyable experience for all visitors, ensuring regular repeat local custom and achieving our survey targets.
- Regularly act as Day Manager, ensuring that the visitor experience is enjoyable, safe and enhanced.
- Be accountable for their personal development through the appraisal process. (Individuals with line management responsibility are also accountable for the development of their staff.)
- Take reasonable care for the health and safety of themselves and of others who may be affected by their acts or omissions at work.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to Sacrewell instructions, values and behaviours.



ESSENTIAL EXPERIENCE, KNOWLEDGE and SKILLS:

- Experience of working as a manager or head of department in a commercial environment, ideally gained in a visitor attraction or charitable organisation
- Excellent financial acumen and a creative approach to commercial development, and new ideas for how to maximise sales and profit
- Retail experience, including buying and merchandising.
- A passion for showing how our commercial work impacts our charity's work and how we can interpret this for our visitors
- The ability to swap between "hands-on" manager, and strategic management thinking
- Excellent communication skills, and the ability to influence your peers
- Demonstrable experience of leading teams to deliver challenging targets and provide a fantastic visitor experience