

# COMMERCIAL MANAGER (THE BOX)



Role Profile

<b>Title</b>	Commercial Manager (The Box)	
<b>Grade</b>	GRADE I	
<b>Reference:</b>	N626	
<b>Reports to:</b>	Head of Business, The Box	
<b>Work style Definition</b>	Office based hot-desk/touch down worker	
<b>Job Type:</b>	Manager	
<b>Primary purpose of role</b>	To be responsible for The Box and the Historic Houses (Smeaton’s Tower, Elizabethan House and Merchant’s House) achieving a profitable income stream, whilst staying true to public service values. To ensure high quality delivery and achievement of income targets. To manage, identify and develop business opportunities for The Box and Historic Houses, including retail, catering, events, venue hire, reproduction fees and ticketing admissions.	
<b>Key accountabilities and key measures</b>	<p><b>Role Outcomes</b></p> <ul style="list-style-type: none"> <li>▪ Strategic development, management and monitoring of The Box and Historic Houses as commercial operations, including catering, retail, ticketed exhibitions, events and venue hire, reproduction fees, ensuring a commercial approach is embedded as a way of sustaining growth (40%)</li> <li>▪ Recruitment, welfare, discipline and training for the commerce team to achieve the planned levels of delivery in accordance with the business plan, and directly line manage 5 FTE and indirect 5 FTE members of the Commerce team (15%)</li> <li>▪ Manage, identify and develop new strategic business opportunities and commercial activity, developing strategies for new income streams, pursuing new avenues of sustainable revenue generation and maximising the profitability of existing income streams to target a year on year increase in income (10%)</li> </ul>	<p><b>Role measures</b></p> <ul style="list-style-type: none"> <li>▪ Meeting the targets in the Business Plan, of generating the team’s target of £600k a year, and managing a budget of c£400k a year, with considerable autonomy of action</li> <li>▪ Positive feedback from staff and senior management</li> <li>▪ Numbers of new initiatives tested and implemented and increase in income achieved</li> <li>▪ Customer/Audience feedback</li> <li>▪ Arts Council assessments and performance appraisals</li> <li>▪ Independent evaluation data.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ To manage the experience of The Box as a catering/retail and venue hire destination and to ensure a high quality offer both within the wow space and the piazza (20%)</li> <li>▪ Contribute to developing The Box as an NPO centre of excellence e.g. providing training, presentations, mentoring etc. (5%)</li> <li>▪ To manage, monitor and analyse performance data for The Box and Historic Houses through CRM and EPOS systems, proposing ways to improve performance and where appropriate reporting progress against targets. (10%)</li> </ul>	
<b>Key activities</b>	<ul style="list-style-type: none"> <li>▪ To be part of the management team of The Box, reporting regularly to The Box's Head of Business, deputising for the Head where necessary (10%)</li> <li>▪ To work collaboratively with the other Managers and Commercial and Events team to deliver a stunning opening events programme for both VIPs and the public, followed by a sustained integrated offer for The Box within the financial resources available (10%)</li> <li>▪ To develop the strategic plan and to manage the delivery of the in-house commercial plans for The Box and Historic Houses, especially retail, ticketing and venue hire, including establishing and monitoring health and safety procedures specific to commercial activity, e.g. events (25%)</li> <li>▪ To develop the strategic plan and to manage the catering contracts and retail suppliers (10%)</li> <li>▪ To manage the operations of the Wow space, as a visitor destination open to the public 7 days a week (25%)</li> <li>▪ To manage the development, training and use of the CRM/EPOS systems (10%)</li> <li>▪ To recruit to The Box (as part of the restructuring of the Arts and Heritage Service) and then to manage and direct the Commercial team (10%)</li> <li>▪ Carry out other duties appropriate to the grade of the post and that support the Box's overall objectives, including being the duty manager as part of a rotating team.</li> </ul>	
<b>Essential qualifications/ knowledge</b>	<ul style="list-style-type: none"> <li>▪ Educated to degree or equivalent level</li> <li>▪ Relevant management training</li> <li>▪ Demonstrable knowledge of mixed economy models, of organisations within the cultural sector relying on earned income, as well as public subsidy</li> <li>▪ Demonstrable knowledge of business planning, contract management, and budget and financial management</li> <li>▪ Knowledge of contemporary issues around cultural diversity in public buildings and spaces</li> <li>▪ Authoritative knowledge of methods and procedures for increasing</li> </ul>	

	commercial opportunities
<b>Desirable qualifications/knowledge</b>	<ul style="list-style-type: none"> <li>▪ Qualifications in culture, tourism, events and retail management</li> <li>▪ Knowledge of how to operate effectively within a local authority</li> </ul>
<b>Essential experience</b>	<ul style="list-style-type: none"> <li>▪ Managing, coaching and developing staff through leadership, innovative thinking, communications, negotiations and motivation, and setting performance standards</li> <li>▪ Delivering innovative solutions for commercial enterprise</li> <li>▪ Demonstrable experience of increasing income through a range of opportunities, e.g. retail, catering, events, venue hire and reproduction rights</li> <li>▪ Demonstrable experience of budget management</li> <li>▪ Demonstrable experience of contract management</li> <li>▪ Dealing with business and political implications arising from decisions</li> <li>▪ Proven success in managing client/partner relationships at a leadership level</li> <li>▪ Managing high level, complex negotiations</li> <li>▪ Writing detailed numerate reports and business cases, and in making recommendations and presentations to Boards or senior management</li> <li>▪ Developing and improving the visitor experience in a public building</li> <li>▪ Working collaboratively and as part of a team</li> </ul>
<b>Desirable experience</b>	<ul style="list-style-type: none"> <li>▪ Working at a senior level within an arts organisation, or museum or cultural visitor destination</li> <li>▪ Working within a profit-seeking environment</li> </ul>
<b>Essential skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to evaluate risk and to make professionally-based judgements to realise what constitutes a reasonable basis and ground for progressing and concluding negotiations</li> <li>▪ Management and leadership skills including motivational, mediation and dispute resolution</li> <li>▪ Problem solving skills and the ability to think laterally, and with considerable autonomy</li> <li>▪ Negotiating and influencing skills</li> <li>▪ Ability to manage contracts</li> <li>▪ Developed communication, literacy and numeracy skills (verbal, written reports and presentations)</li> <li>▪ Ability to develop and sustain good working relationships with external organisations, elected members, government agencies and colleagues; and to work collaboratively as part of a team</li> <li>▪ ICT/keyboard skills using a range of Microsoft Office software</li> </ul>

- Team player, able to work flexibly and positively with others
- A can-do attitude, with the ability to find solutions to problems
- Ability to promote positively The Box's vision, values, aims and objectives.

**Corporate standards**

- In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance.
- Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures.
- Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures.
- Undertake all duties with due regard to the corporate equalities policy and relevant legislation.