**Head of Commercial**

NATIONAL COAL MINING MUSEUM FOR ENGLAND

**Reporting to:** Chief Executive Officer

**Responsible for:** Café Supervisor, Visitor Welcome Assistants, Retail Supervisor

The Head of Commercial is a key member of the Management Team, responsible for developing, growing and delivering the commercial business of the organisation including management of the visitor welcome, retail, café and conferencing offers.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Trust.

**KEY RESPONSIBILTIES**

With a hands-on approach to recruit, train, rota and develop a team that can provide the highest level of customer service to all our visitors covering welcome, bookings, café, retail and conferencing.

With an understanding of the museum sector and economic environment, develop and lead on a commercial strategy to ensure the Museum maintains a strong and credible offer for visitors and local communities alike, working with colleagues to develop new audiences, increase revenue and develop and report on quantitative and qualitative performance targets.

Directly manage the planning and delivery of key commercial activities including but not limited to key commercial and seasonal events. Explore new opportunities for income generation linked to the development of the museum and its business.

Review and develop the Museum’s on site and online retail offer to ensure the offer is on brand and delivering maximum benefit for the organisation, taking advantage of best practice sourcing, pricing, and merchandising techniques. To implement and maintain a retail Buying Strategy.

Review and develop the Museum’s Catering and Conferencing business providing a food and beverage offer to the standard expected in a National Museum, so we are a destination for both local audiences and those from further afield.

Maintain high standards of health and safety including food hygiene in accordance with key statutory provisions and licensing requirements.

To work with fundraising team to develop and deliver a range of opportunities for on-going income generation including legacy funding, individual giving, sponsorship and supporter schemes, acting as an ambassador for the organisation, building effective relationships and networks.

Contribute to the annual budgeting process and financial reporting on income generation including the management and reporting of financial information. Agree sales targets and put strategies in place to achieve them by maximising spend and profit per head. Agree targets for the management of costs such as labour, stock and waste.

Be committed to personal development and to keep up to date with commercial trends within the museum and industrial heritage sector.

Take reasonable care for the health and safety of all staff, volunteers and of others who may be affected by their acts or omissions at work.

**PERSON SPECIFICATION:**

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| **Knowledge and Experience** |
| * Experience of developing and achieving commercial targets and developing commercial strategies
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| * Experience of working within a customer facing environment, preferably in the tourism/museum sector
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| * Demonstrable experience in at least two of the following key areas: giving, sponsorship and supporters schemes, retail procurement and merchandising, catering services and managing commercial events
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| * Knowledge of electronic front of house, retail and booking systems
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| * Experience of managing a team of staff including recruitment, induction, training, workforce scheduling and performance management
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| **Qualifications and Training** |
| * Graduate level qualification or equivalent
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| **Skill and Abilities** |
| * Excellent interpersonal and communication skills with the ability to work with people from different backgrounds.
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| * Ability to work on own initiative, manage conflicting priorities and remain calm, enthusiastic, and professional under pressure
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| * Strong computer skills including Microsoft Office
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| * Excellent customer service and sales skills, with attention to detail
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| * Interest in museums and industrial heritage
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| * Excellent analytical and budgeting skills and ability to work within budgets but not compromise on standards
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The post-holder’s duties must at all times be carried out in accordance with the Museum’s Equal Opportunities Policy and other policies designed to protect employees or the Museum’s users

It is the duty of the post-holder not to act in a prejudicial manner towards the Museum’s users or employees. The post-holder should also counteract such practice or behaviour by challenging it or reporting it.

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| **Agreed By** | Lynn Dunning |
| **Date of Issue** | 14 November 2023 |