



JOB DESCRIPTION

1. POST TITLE: COMMERCIAL MANAGER

37 hours per week Monday to Thursday 8.30am to 5.00pm and Friday 8.30am to 4.30pm

2. POST HOLDER: To be appointed

3. RELATIONSHIPS

(a) **Line Manager:** The post holder is responsible to the Bursar.

(b) **Direct Reports:** None

(c) **Professional Services Staff:** The post holder is part of the Finance Team and will work with the Bursar, Head of Finance and Professional Services staff to collectively:

- provide mutual support and learning on shared and individual matters
- promote effective communication with other colleagues
- provide effective support to all Schools in a manner consistent with their aims and ethos.

4. JOB DESCRIPTION REVIEWS

This job description is neither exclusive nor exhaustive, it is a working reference document, to be reviewed as part of the post holder's annual appraisal review and revised as applicable whenever there is a significant change to the job purpose, objectives and/or key responsibilities of the role, in consultation with the post holder.

Date job description last reviewed: June 2025

5. PURPOSE AND OBJECTIVES OF THE ROLE

- To develop and implement the strategy for commercial growth to maximise commercial opportunities that align with the School's aims and ethos.
- To deliver against agreed commercial targets in line with the business objectives of the school
- To lead strategic planning for sustainable revenue growth across all potential revenue streams and identify market opportunities.

6. DUTIES

- a) To ensure all commercial activity is safely delivered and adheres to statutory obligations
- b) To develop and maintain an excellent understanding of the school brand and its stakeholders
- c) To effectively communicate with all internal stakeholders, championing a cultural shift towards commercial awareness.
- d) To evaluate the ROI of commercial ventures
- e) To collate, analyse, communicate and report business data and customer feedback
- f) To attend and present at Governor meetings as required
- g) To take responsibility for delivery of commercial contracts and partnerships
- h) To ensure compliant safeguarding and health and safety procedures and training as required
- i) To develop and strengthen any existing partnerships
- j) To work closely with the Marketing Team to develop and implement a clear and concise marketing strategy

7. GENERAL

- (a) The post holder is responsible for promoting and safeguarding the welfare of children, to comply with the School's Child Protection Policy and to report to the Designated Safeguarding Lead or Heads any concerns relating to the safety or welfare of children.
- (b) The post holder must maintain a clean and safe work area, having regard to Health and Safety regulations and requirements generally and particularly in relation to their role.
- (c) This post carries a high level of sensitivity; the post holder must maintain strict confidentiality.
- (d) The post holder shall work with and assist other departments as required, time allowing and avoiding conflict with the post holder's principal responsibilities, and carry out any other reasonable task as identified by their line manager or the Bursar.

Signed:

Dated:

PERSON SPECIFICATION COMMERCIAL MANAGER

ESSENTIAL SKILLS & EXPERIENCE

- Experienced commercial background
- Evidence of continued professional development
- Experience of budget management, financial planning and income generation
- Excellent leadership skills
- Commercially astute and customer focused
- Expert negotiating and influencing skills
- Excellent communication skills, both 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 Schools' reputations