



## Job description and person specification

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| <b>Job title:</b>              | Commercial Manager   |
| <b>Location:</b>               | Based at Charlton House and working across Greenwich Heritage Trust's portfolio of property as required.   |
| <b>Contract:</b>               | Permanent. 5 days a week.  |
| <b>Hours:</b>                  | Monday to Friday 9am- 5pm. Some evening and weekend work required to deliver events. Flexibility is required.  |
| <b>Salary:</b>                 | c£35,000 per annum   |
| <b>Reports to:</b>             | Chief Executive Officer  |
| <b>Direct reports:</b>         | <ul style="list-style-type: none"><li>• Venue Sales Officer</li><li>• Events Officer</li><li>• Marketing Officer</li><li>• Front of House team</li></ul> |
| <b>Criminal Records Check:</b> | Enhanced   |

### The Organisation

Royal Greenwich Heritage Trust (Greenwich Heritage) was formed in May 2014 to manage and conserve the historic buildings and heritage assets in the Royal Borough of Greenwich. These include Charlton House & Gardens, the Museum and Archive Collections of the borough, Tudor Barn, Eltham, and various memorials across the Borough. Our purpose is to help people discover and enjoy the history and heritage of the Royal Borough of Greenwich and surrounding area; to conserve the heritage assets in the Trust's care and ensure that these assets are shared with as many people as possible. Our regular activities include venue hire, public events, exhibitions, learning and participation and public access to Charlton House & Gardens.

### Main Job Purpose

The Commercial Manager has overall responsibility for the Trust's income generation, particularly maximizing room and site hire, generating commercial events and new commercial projects. Ensuring an effective marketing strategy for all activities on site. Ensuring activities are in line with the vision and strategic plan, and that income targets are met.

You will be responsible for:



- Managing the hire of our rooms and grounds for events, weddings, celebrations, education and corporate use.
- Exploring and generating additional commercial projects.
- The effective marketing and communication of all activities at the Trust.
- Overseeing the café contract.
- Seeking potential funding for activities.

You will be responsible for leading the commercial success of the Trust. Increasing venue hire, developing commercial opportunities and growing our audiences. Experience in leading a team and working with external suppliers and a diverse stakeholder community is essential as well as your ability to deliver events that generate commercial and philanthropic income. You will understand audiences commercially as well as from a cultural sector

### Key Activities

We try to make our job descriptions as straightforward and accessible as possible. They're not intended to set out every duty in detail, but to explain the key responsibilities so that you understand the nature of the job. How you go about doing it will be discussed and agreed between you and your manager on an ongoing basis.

All our team members are additionally expected to work to our Competency Framework. (Level 3)

### Management

- Collaborating with colleagues to provide the strategic management required to ensure the Trust's long-term commercial success.
- To be a hands-on member of the team, leading by example.

### Commercial: Hire and events programming

- To manage the Venue Sales Team to maximise income through sales of the rooms and grounds, for weddings, functions, filming and community hire.
- Trial and development of commercial events.
- Develop new projects that will drive business development and income generation opportunities to deliver the Trust's objectives.
- To seek funding opportunities for projects.
- Work closely with the Finance Manager to create and implement an annual budget.
- Work closely with the Estates and Conservation team to ensure health and safety and the conservation needs of the historic buildings are protected and safeguarded.
- Ensure all programming delivers significant Return on Investment where



external grant funding is not available, supporting the income generation targets of the Trust.

### **Marketing and Communications**

- To generate marketing and communications strategy, and oversee its delivery
- To oversee the management of the brand and act as brand guardian
- To create marketing assets: newsletters, social media, socials, website content
- To ensure RGHT is promoted effectively and efficiently, including monitoring impact of campaigns to ensure Return on Investment.
- To generate audiences for Trust's activities and widen the demographics.

### **General**

In addition to the specific duties above, all RGHT employees should be aware of their responsibilities towards the following:

- To work as part of a small team and contribute to the overall aims and objectives of the Trust. To be practically involved in the day to day work of the Trust and team.
- To champion and promote the values and behaviours set out in the Competency Framework and act as an ambassador for the Trust.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role and to improve performance against the Competency Framework.
- To work flexibly in response to changing organisational needs and be willing to undertake any other duty in line with the level of the job as may be required the Trust.
- To operate in accordance with RGHT's values, policies and procedures, including but not limited to, Health and Safety, Data Protection, Equality and Diversity and Child Protection.

*This is a description of the job as it is presently constituted. It is the practice of RGHT to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect the organisation's needs. This will be conducted in consultation with you. It is RGHT's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.*

**Dated: December 2024**

**Person Specification**



| Criteria   | Essential or Desirable |
|--|------------------------|
| Experience of managing a sales function to generate room and grounds hire  | Essential              |
| Experience of managing events to ensure excellent customer service.  | Essential              |
| Knowledge of Licensing laws  | Desirable              |
| Experience of Managing a team and engagement with senior stakeholders.   | Essential              |
| Experience and a good understanding of marketing and communications, including branding, design, research, media.  | Essential              |
| Ability to write and deliver an appropriate Marketing Strategy   | Essential              |
| Experience of growing and widening audiences and delivering increased engagement.  | Essential              |
| Project management experience with the ability to create clear plans and priorities, breaking large programmes of work down into manageable and achievable tasks.                                      | Essential              |
| Experience of generating commercial projects.  | Essential              |
| Success in achieving external funding.   | Desirable              |
| To be a 'hands-on' member of a small team and lead by example.   | Essential              |
| Awareness or experience of current best practice in the heritage sector.   | Desirable              |
| Excellent communication skills: clear, effective, and authoritative inspoken communication, high standard of written English, ability to write clearly, concisely and appropriately for all audiences. | Essential              |
| Experience of financial management   | Desirable              |
| Willingness and ability to work outside normal office hours  | Essential              |



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|---|-----------|
| Experience in safeguarding children and/or vulnerable adults, including leading a team and implementing best practice | Desirable |
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