

Job Description

Job Title	Marketing and Commercial Manager
Organisation	Avoncroft Museum of Historic Buildings
Location	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR
Type	Permanent, full-time, 37.5 hours per week.
Rates of pay	c£30,000 per annum depending on experience
Reports to	Director
Responsible for	<ol style="list-style-type: none"> 1. Managing external promotion of Museum and services through digital, print and PR platforms, including website and social media. 2. Management and delivery of all commercial aspects of the museum including catering, retail, venue hire, visitor welcome and membership. 3. Strategic contribution to SMT plans for a viable, long-term museum business. 4. Managing and developing teams of staff, contractors and volunteers to deliver targets and services. 5. Budget holding for visitor welcome and commercial services.
Work pattern	<ul style="list-style-type: none"> • Act as the site duty manager at the Museum on a rota basis (including some weekend work) when the museum is open to the public. • This post will require occasional early morning and evening working to cover special events. • Regular working pattern negotiable.

Job Purpose

As part of the museum's senior management team, and in the context of a) an agreed recovery plan and b) the Museum's 20-year Vision:

- Raise the profile and reputation of the Museum to grow visitor numbers and meet financial performance targets.
- Deliver a high-performing, quality commercial function which supports the Museum both financially and in terms of visitor experience.

Key tasks	
Strategy	Actively contribute to business planning for the Museum, taking into account the 20-year vision.
	Develop and grow commercial activities undertaken through the Museum's trading company – Avoncroft Enterprises Ltd.
	The Museum's focus must be on excellent visitor experience and income generation. All staff are expected to be actively engaged in both planning and delivering it.
Finance	Act as budget holder for areas of responsibility, controlling expenditure, monitoring income, and complying with in-house financial systems.
	Work with the Senior Management Team to bid to funders for grants, ensuring that all grants are spent in accordance with conditions.

	Monitor visitor numbers and earned revenue against budget and take necessary action, both short-term and longer-term strategic to ensure goals are met.
	Manage contracts
Our People	Manage paid staff and volunteers to deliver Business Plan and 20 Year Vision
	As a member of the Senior Management Team, provide clear and consistent leadership to staff and volunteers. Plan work programmes and provide active and supportive management of line-managed posts.
	Ensure excellent communication across the Museum's staff and volunteer teams, monitoring overall performance and the progress of projects.
	Foster excellent co-operative working across the Museum staff and volunteer teams, bringing together the right combination of skills and knowledge.
	Carry out regular goal-setting and appraisals for staff teams.
	Work closely with the Senior Management Team as a whole.
Operations	Develop and deliver an attractive and vibrant core retail and catering offer to appeal to visitors to the Museum, ensuring it is relevant to the Museum, the stories it tells and the communities it serves, and ensuring it supports the Museum financially.
	Maintain and develop our existing weddings and functions business, ensuring quality and reputation, customer service standards and income targets are met.
	Develop the offer and take-up of Membership, with effective and engaging offer, ensuring Membership is promoted, administered and managed well.
	Develop and sell potential venue hire opportunities, balancing with the priority needs of Museum visitors.
	Develop and sell courses that a) enhance the stories we tell; b) provide entertainment and education to both adults and children; and c) generate income for the Museum.
	Act as Licence Holder for the Museum site.
	Act as a Duty Manager at the Museum on a rota basis.
	Open and close the Museum on a rota basis, complying with the operational checklist.
	Undertake front of house roles when cover is required.
Administration And compliance	Negotiate and manage key contracts
	Ensure timely delivery of regular SMT reports to Council of Management and Enterprises Board.
	Exercise effective stock control and maintain necessary records.
	Recruit seasonal casual Front of House team as required.
	Manage rotas to support Museum opening and event/function staffing.
	Ensure all relevant food safety, licensing requirements are met and appropriate records kept.
	All staff are expected to undertake their own clerical and financial administration, working collaboratively and co-operatively and fully complying with in-house systems.
	All staff are expected to answer enquiries by phone, online and face to face.
External Relationships	Ensure effective marketing of the Museum and Enterprises offer through positive relations with local, regional and national media.
	Develop networks and relationships with organisations and individuals at a local, regional and national level, working closely with the Director.
	Represent the Museum in national, regional and local commercial and tourism fora.
	Develop good relationships with suppliers and contractors.

Person Specification – Commercial Manager

CATEGORY	ESSENTIAL	DESIRABLE
Education and qualifications	<ul style="list-style-type: none"> • Qualification that requires study and understanding of complex and competing financial evidence 	<ul style="list-style-type: none"> • Qualifications in a relevant field (finance, retail, catering, tourism, heritage, business or charity management) • Food Hygiene Level 3
Experience	<p>Management</p> <ul style="list-style-type: none"> • Experience managing a commercial operation including retail, catering and events • Experience recruiting and managing staff and/or volunteers • Motivating teams, showing the ability to delegate effectively. <p>Operations</p> <ul style="list-style-type: none"> • Delivering a high quality day-to-day visitor experience • Assessing risk and meeting relevant Health & Safety, food safety and licensing requirements. <p>Marketing</p> <ul style="list-style-type: none"> • Demonstrable experience of delivering effective and low-cost marketing which has increased customer uptake <p>Leadership</p> <ul style="list-style-type: none"> • Contributed to strategy development • Contributed to delivering a complex business model. <p>Finance</p> <ul style="list-style-type: none"> • Designing and managing complex budgets. • A track record in income and profit generation 	<ul style="list-style-type: none"> • Career in a charity, heritage, leisure or hospitality environment, including time at middle management level. • Managing retail, hospitality or similar commercial enterprises. • Understanding marketing strategy, audience segmentation and trends • Familiarity with WordPress, MailChimp and other communications applications.
Skills and knowledge (these should be evidenced)	<ul style="list-style-type: none"> • Active interest in public access to heritage, museums and/or historic buildings • Problem-solving abilities, capable of innovation, identifying opportunities and selling them to others. • Self-motivated and adaptable, able to deal with an unpredictable, pressured environment with effective time-management and proven ability to prioritise workload. • Proven management skills, happy and able to work as part of a small delivery team and comfortable leading people of all levels across the organisation on a face-to-face basis, inspiring the confidence of staff, volunteers, trustees and supporting bodies. • Strongly focused on delivering excellent customer service to all; • Excellent communications and teamworking. • Understanding of compliance requirements relating to a visitor attraction, including: confidentiality and data protection (GDPR); Health & Safety Legislation; Food Safety; licensing requirements; safeguarding issues; risk assessments. • Competent in Microsoft Office programmes (Word, Outlook, Excel, Power Point, Access etc) 	<ul style="list-style-type: none"> • Experience of installing integrated customer record and stock management systems. • Familiarity with design and content creation software.

Other particular requirements of the job	<ul style="list-style-type: none"> • Flexibility with hours as required by business needs. • Access to own transport. While the Museum is on a bus route the services are not adequate to cover after-hours or call-out duties. • Meet eligibility requirements 	<ul style="list-style-type: none"> • Within 6 months you should live within 40 minutes' drive time. (potential keyholder)
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Eligibility Requirements

Working at Avoncroft and this post are subject to some eligibility requirements. It is your responsibility to prove that you meet them:

- Age requirement
- Nationality requirement
- Charity Commission rules for disqualification
- Criminal record requirement
- Health requirement

Age requirements

Applications for this post must be over the age of 18. There's no upper age limit for applying and there is no default retirement age.

Nationality requirements

You must be a British citizen, an EEA national, Swiss national, or a Commonwealth citizen or foreign national with no restrictions on your stay in the United Kingdom or your right to seek paid employment. You must produce your passport if the Appointing Officer asks to see it.

Charity Commission rules for disqualification

This role is regarded as a Senior Manager under the Charity Commission rules and therefore is subject to rules which automatically disqualifies certain individuals from holding this position, unless they have applied and been granted a waiver by the Charity Commission. As part of the application process, and annually thereafter, you will be required to sign a declaration that you are not disqualified or have a valid waiver. You will also be subject to record checks to verify your declaration and if you are found to be disqualified or become disqualified, it could result in disciplinary proceedings or dismissal.

Criminal Record requirement

The post you are applying for is 'exempt' from the *Rehabilitation of Offenders Act 1974* and therefore you are required to declare any convictions, cautions, reprimands and final warnings that are not "protected" (i.e. filtered out) as defined by the *Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)*.

You will be subject to a standard or enhanced Disclosure and Barring Service (DBS) check and you will be asked to complete a DBS application if offered the post. All such offers are deemed conditional upon a satisfactory check.

Any declaration, form, and subsequent certificate from the DBS will be treated as strictly confidential. Failure to disclose all convictions, cautions, reprimands or final warnings that are not "protected" could result in disciplinary proceedings or dismissal.

Health requirement

The successful application will be required to complete a health questionnaire and, if required, attend a physical examination by a doctor.