



JOB VACANCY

Commercial & Business Partnerships Manager

DESCRIPTION:

We are looking for an experienced and enthusiastic Manager to join our Senior Management Team, in a well-established but continually developing and expanding Company.

In this new and exciting role, you will be required to lead, develop and deliver the commercial offering within the facilities operated and managed by the Foundation, including Food and Beverage, Retail and Events and Hospitality, ensuring exceptional services are offered to visitors and members alike. In addition, you will establish and grow business partnerships with external organisations, sponsors and suppliers.

Team management and service development experience is key to drive the success of this fast paced, developing and challenging area.

You will be ambitious and commercially aware, developing, leading and managing a team to deliver a profitable unit, ensuring all budget targets and KPI's are not just achieved but exceeded.

BENEFITS INCLUDE:

- Free use of our facilities over three sites (Xcel Leisure Centre, Alan Higgs Centre & Centre AT7)
- Excellent training and development prospects

DEPARTMENT:

Commercial & Business
Partnership Services

SALARY:

Competitive

CLOSING DATE:

Friday, 20th July 2018

PLEASE QUOTE JOB

REFERENCE: XL19

TO APPLY: Visit www.covsf.com/jobs for more details and complete the application form.

Coventry Sports Foundation is an equal opportunities employer. A basic DBS check will be required for the successful candidate.

Pride

Passion

Performance



JOB DESCRIPTION

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|------------------------|--|----------------------|---------------------|
| Job title | Commercial and Business Partnerships Manager | | |
| Salary Range | TBC | Main Location | XCEL Leisure Centre |
| Reporting to | Chief Executive Officer | | |
| Responsible for | Hospitality, Events and F&B staff | | |

Responsibilities for all employees

- To embrace and lead by example on the company's key values of PRIDE, PASSION and PERFORMANCE.
- To undertake your duties to the best of your ability and fully comply with all of the Company's general standards and those relating to your specific role.
- To support the Foundations commitment to providing a safe environment for children and young people, ensuring awareness of the Company's Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
- To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
- To interact positively with customers adopting a friendly and professional approach at all times.
- Ensure adherence to the GDPR in respect of all data collected and maintained.
- To carry out tasks at a range of sites that are either operated or managed by the Company, either directly or through service contract. .
- To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the company.
- To generally help promote the work and public image of the company, always maintaining high standards of customer service and personal appearance.
- To undertake other duties and provide short-term cover where necessary, as specified by Management, which are appropriate to your qualifications, experience and general level of your position.





Overall purpose and objective of the role

Leading and managing the conference & events, retail and food & beverage offer across all Foundation sites, driving sales and developing a network of corporate relationships to deliver the commercial strategy.

Main Duties of the Role:

1. Create and implement the commercial strategy encompassing food and beverage, retail, hospitality and events, sponsorship and business partnerships.
2. Develop, implement and manage franchise agreements for the any services that are to be delivered externally.
3. F&B Management / Retail & Merchandising
 - Produce profitability reports
 - Stock management and reconciliations (inter departmental charging, stock and waste)
 - Negotiate with suppliers
 - Develop and review pricing and margins
 - Develop and continually review the menu offer (vary by site)
 - Undertake market research and update offers
 - Equipment inventories / asset management
 - Licensing arrangements
 - Leasing agreements
 - Manage maintenance / service contracts
 - Produce front of house materials / offers
 - Recruitment and development of staff
 - Health and safety certification
 - Food hygiene certification
 - Technological integration
4. Hospitality and Events
 - Large group bookings
 - Function rooms / hospitality
 - Manage the Companies narrow boat, the Coventrian
 - Hosting of events
 - Corporate events



- Large scale sporting events
 - Develop and review pricing / packages
 - Marketing
 - Liaising with customers
5. Business Partnerships
 - Representing CSF in partnership discussions
 - Partnership bidding
 - Representing on forums (Chamber of Commerce)
 - Corporate / commercial sponsorship
 - Networking / establishing new partnerships with new and emerging sectors
 - Ensuring CSF is seen and known for its work
 - Presenting corporate presentations
 - Protecting the corporate reputation / guardian
 6. Work closely with the Senior Management Team to create a strategy to ensure we:
 - Anticipate demand to our venues;
 - Create an enhanced visitor experience;
 - Implement appropriate plans for accessibility, visitor flow and capacity levels;
 7. Line management of the conference & events, retail and food & beverage teams, ensuring clear objective setting and development to meet the organisational objectives, to include one to one and team meetings.
 8. Be the lead contact for all commercial activities and work with internal and external stakeholders to identify new commercial opportunities.
 9. Maintain relations with external professionals for event management ensuring best value at all times.
 10. Collate statistics and produce monthly reporting on commercial performance and objectives to the CEO.
 11. Ensure the effective deployment, cost effectiveness, performance management and output of all resources across area of responsibility. Managing budgets and cascading sales targets to encourage ownership amongst teams to achieve income objectives.
 12. Attend business and trade shows to promote the Company's venues.



13. Work closely with the Marketing Manager to promote the commercial offer across all sites.
14. Review and manage risks as part of the organisational risk register;
15. Contribute to the ongoing review and development of Company policies and procedures to support continuous improvement;
16. Ensure teams comply with and understand all Health & Safety policies and requirements;
17. Support and input into the organisational digital strategy;

This job description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

Date: June 2018





PERSON SPECIFICATION

| Qualities | Essential | Desirable |
|-----------------------------|---|--|
| Qualifications | <ul style="list-style-type: none"> Degree level or relevant management qualification. | <ul style="list-style-type: none"> Related professional qualification / membership of professional body (commercial, sales and marketing or business) or equivalent experience. |
| Experience | <ul style="list-style-type: none"> Experience of commercial service development. Evidence of a strong commercial skills set aligned to performance and financial targets. Leadership and Management experience. Financial management. Performance Management. Successful negotiations. Collaborative working with external organisations and internal departments. | <ul style="list-style-type: none"> Evidence of recent achievement and success in a senior management and leadership role. |
| General intelligence | <ul style="list-style-type: none"> Understanding of procurement best practice. Analytical skills Strong literacy and numeracy skills. | |
| Special skills | <ul style="list-style-type: none"> Use of Microsoft packages, including Word, Excel, Powerpoint etc. Excellent communication, interpersonal and presentation skills | |
| Personal attributes | <ul style="list-style-type: none"> Customer focussed “can do” approach. | |



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| | <ul style="list-style-type: none"> • Ability to identify opportunities and have 'vision'. • Ability to develop and motivate staff. • Ability to create, build and use relationships inside and outside the Company. • Highly developed influencing and engagement skills • Ability to negotiate effectively. • Strong financial and commercial awareness. • Budget management. • Management of conflicting priorities and timescales. | |
| Circumstances | <ul style="list-style-type: none"> • Ability to travel between sites and other locations during the working day. • Some evening and week-end working required. | |