

## Job Description

<b>Title:</b>	Commercial Development Manager
<b>Line Managed by:</b>	Commercial Director
<b>Overall responsibility:</b>	Lead on building the relationships with potential clients for corporate workshops and consultancy opportunities, generating sales to achieve revenue targets.
<b>Reports:</b>	NA
<b>Hours:</b>	35 hours per week. Occasional evenings and weekends.
<b>Salary:</b>	£28,000
<b>Holiday Entitlement:</b>	30 days paid holiday per annum, inclusive of eight Statutory Bank Holidays, increasing by one day for each year of service from 1st September up to a maximum of 35 days per annum.

### About National Centre for Circus Arts

The National Centre for Circus Arts is a registered charity and one of Europe's leading providers of circus arts training. For the past 30 years we have provided emerging and professional circus artists, directors and choreographers access to vital space and support to train, experiment and share ideas.

The National Centre is an affiliate of the Conservatoire for Dance and Drama (CDD) and our diverse range of work includes BA degree-level education in Circus Arts which is supported at either side by a structured training programme for under-18s and professional development opportunities for aspiring and established performers. Adults and young people can enjoy recreational classes and occasional performances. We also run highly regarded workshops, away days and team building events for the corporate community. We continue to develop our creation and production capabilities and are striving forward in both initiating, supporting and creating high quality work that can tour regionally and nationally. Our national role increasingly sees us supporting and mentoring circus artists and organisations across the country as we seek to develop and mature our remarkable art form.

We are embarking on an exciting new strategy for the organisation which will see an increase in our commercial activities in order to make us more financially sustainable. This will cover team-building, corporate leadership workshops, and finally, consultancy services, positioning the NCCA as an 'agent' for our professional members, connecting them to commercial opportunities. There is a strong expectation that the postholder will be proactive in developing existing and new client markets, building relationships and generating sales.

## **PURPOSE OF THE JOB**

The Commercial Development Manager will work closely with the Commercial Director to develop our offer and promote it to a range of corporate clients, in particular around team building, corporate leadership workshops, and consultancy. This will include launching our leadership workshops, which are currently in development, and working closely across a variety of teams to reinvigorate our team-building offer. The post holder will also work closely with the Professional Membership Officer & Head of Professional Development to proactively promote our graduates, professional members, and the specialist knowledge that our members hold, securing them commercial work and projects across a range of activities including advertising, TV and film, and live events. Cross-departmental working will be absolutely key to this role.

## **MAIN RESPONSIBILITIES**

- Work with the Commercial Director and Teacher Education Managers to develop, launch and promote our new corporate leadership workshops, and put a strategy in place to build this business year on year.
- Manage the corporate leadership workshop strand, from initial enquiry to making all necessary arrangements for successful delivery and any subsequent follow-up.
- Work closely with the Professional Membership Officer & Head of Professional Development to develop, promote and deliver an enhanced consultancy service for corporate clients.
- Work with the Marketing team to develop the necessary online collateral for workshops and consultancy.
- Ensure that financial targets for workshops & consultancy are met or exceeded where possible.
- Work with the Commercial Support Officers and Duty Coordinators to ensure high quality delivery of service that enhances the reputation of the National Centre.
- Ensure clear communications and develop excellent relationships with other National Centre departments to improve delivery and to maximise opportunities.

## **Detail of responsibilities**

### **Develop, launch & promote new workshops**

- With the Commercial Director, finalise the new corporate leadership workshop offer. This will involve working closely with the Teacher Education Managers and the external training partner to agree format and content.
- Work with the Teacher Education Managers to develop suitable training for teachers who will deliver the workshops, and facilitate this training as appropriate.
- Using knowledge of the sector, create suitable campaigns that highlight the benefits of the workshops for corporate clients.
- Working closely with the Senior Management Team and Marketing team, develop a strategy to test, launch and promote the new workshops.
- Research and develop a strong pipeline of corporate clients.

- Develop a strategy to grow revenue from these workshops year on year.

### **Delivery**

- With support from the Commercial Support Officers, manage enquiries for workshops and consultancy services via email and phone, ensuring enquiries are appropriately logged and responded to, and ensuring consistency of information being provided.
- Ensure contracts are accurately completed and invoices are issued as appropriate.
- Ensure promotional materials sent out to potential clients are up-to-date, accurate and fit-for-purpose.
- Develop methods for clients to feed back on their experience and ensure feedback is collated and used effectively for future planning.

### **Consultancy services**

- Work with the Commercial Director to develop a strategy for growing our consultancy business, connecting professional members and the organisation's knowledge base to commercial opportunities.
- Research and develop a pipeline of clients covering live events, TV and film, and advertising sectors, amongst others.
- Develop relationships with producers and content creators to enhance their awareness of the professional members and performers that we work with.
- Create a suite of services that can be offered by the NCCA whilst responding to bespoke requests as they come in.

### **Financial targets**

- Meet or exceed revenue targets for workshops and consultancy services, and keep accurate records of financial position.
- Manage expenditure for workshops and consultancy services, ensuring costs are kept within agreed limits and providing accurate reports on current position as required.

### **High quality service**

- Work closely with the Operations departments (Buildings & Facilities, Technical) to ensure the smooth delivery of onsite workshops.
- Ensure Duty Coordinators, teachers and any other staff working on events have been well-briefed. This is of particular importance for off-site events.
- Actively invite feedback from clients and ensure this is used appropriately.
- Manage the health & safety concerns of the services delivered.

### **Communications and cross-team working**

- Ensure information on projects and services delivered is communicated as necessary within the organisation, and provide information and data for external reporting e.g. to the Arts Council.
- Liaise regularly with the Commercial Director and Fundraising Manager to discuss any opportunities for developing corporate clients into longer-term supporters.

## **Promotional Tools**

- Work with the Marketing team to review, update and develop the information available on our website around workshops & consultancy. Ensure content is kept up-to-date.
- Use our social media channels as promotional tools.
- Where possible, obtain client consent to use images for later promotional purposes.

## **Other**

- Support the Commercial Support Officers, identifying staff development needs to enable growth.
- Lead on an annual review of pricing and processes, benchmarking against other organisations as appropriate.
- Demonstrate a commitment to health & safety and its practical application in all areas of work and encourage a culture of responsibility for H&S throughout the organisation.
- Promote a commitment to the National Centre's Equal Opportunities & Diversity policy, Disability & Reasonable Adjustments commitment and Code of Conduct, along with all other policies that contribute to the operating values and ethos of the organisation as determined in its mission statement.

Such other duties (commensurate with the role) that may from time to time be reasonably required.

## **PERSON SPECIFICATION**

### **Experience**

- Minimum of two years' experience at coordinator or officer level, or a minimum of one year's experience at manager level, ideally in an arts/culture/higher education organisation.
- Experience of proactive sales and business development.
- Experience of working with the corporate business sector or with the live events and entertainment sector, preferably both.
- A track record of developing and delivering commercial activities and services.
- Experience of managing budgets and setting/hitting sales targets.
- Previous experience of commissioning promotional campaigns to generate sales.

### **Skills**

- An ability to successfully build external relationships with a range of clients.
- Excellent written, verbal and presentation skills across all media.
- Proven ability to undertake prospect research and employ tactics for approach.
- The ability to take an entrepreneurial approach, listening to clients' needs and identifying new ways to develop solutions for them, whilst always generating a profit.
- Project management-led approach to work.
- Ability to influence and negotiate with external partners and clients.
- Financially numerate.
- An understanding of current social media and promotional trends.
- Excellent planning and organisational skills.

## **Personal attributes**

- High level of commercial awareness in the approach to work.
- A creative mindset, keen to develop new ideas.
- Comfortable in building warm, external relationships.
- Interest in the performing arts sector.
- Ability to work effectively and collaboratively across departments.
- Ability to bring together disparate teams for specific projects.
- Ability to work to deadlines and keep calm under pressure.
- Flexible approach to working hours.