



**Job Title:** Commercial Manager

**Department:** Enterprise (trading as Winchester Cathedral Enterprises Ltd)

**Reports to:** Chief Operating Officer

**Salary:** £36,000 per annum

**Role Requirement:** Safeguarding Training Basic, Foundation, and Leadership

**Background:**

Winchester Cathedral has been at the heart of a vibrant community for nearly 1000 years. Today, the Cathedral welcomes more than 300,000 visitors and pilgrims each year. They come to share in our daily worship and hear our world-class choir, to enjoy the wonderful setting, stunning architecture, priceless treasures and to attend our extensive programme of events. The Cathedral holds a special place in our nation's history and is renowned for the breathtaking architecture and beauty which attracts visitors and pilgrims from around the world.

Winchester Cathedral is called to renew, inspire and unite people in faith, hope and love. We live by our values of Openness, Excellence and Kindness in all that we do.

We are committed to providing a welcoming, respectful and safe environment for all, including children and adults who may be at risk of abuse and neglect. The care and protection of children, young people and adults involved in Cathedral activities is the responsibility of everyone who participates in the life of the Cathedral Community. We are also fully committed to promoting a positive culture of equality and diversity in which staff and volunteers are able to reach their full potential.

We expect all staff and volunteers to share this commitment and follow safer recruitment policies and procedures.

**Job Description:**

As the Commercial Manager, every day will be different as you will work across many areas of the cathedral mission and activity. Income generation from the cathedral's commercial activities of catering, retail and events is the major element of the role, and as a senior manager, you'll balance the need to earn income against the cathedral's core mission.

You will be accountable for developing and delivering our commercial and events business to a consistently high quality to our customers and visitors. A key and exciting part of the role is the oversight of the Christmas Market, working closely with our external manager.

You'll be an inspiring leader, advocate and representative of the Cathedral to external clients, consultants, contractors and partners, ensuring the good reputation of the Cathedral. You will live the Cathedral's values of openness, excellence and kindness. You'll enjoy working collaboratively with other Managers and Heads of Department, our external catering company and volunteers, supporting them to deliver a great visitor experience.

Weekend and evening working is a core part of the role, additionally, you will be part of the Christmas Market weekend duty manager rota. Time off in lieu is given for all out-of-hours working.

### **Principal Duties:**

- Develop and deliver the commercial and events business, sensitively taking into account the requirements of the cathedral's core mission. This will include marketing cathedral facilities for venue hire, negotiating with commercial concert promoters, professional and amateur groups, and negotiating filming contracts from leads provided by Marketing.
- Be accountable for the successful delivery of the major income-generating events of the Christmas Market and 3-yearly Flower Festival, working collaboratively with colleagues in Operations and in the cathedral, and overseeing the external Market Events Manager.
- Be responsible for all planning of commercial activities including risk assessments, Health and Safety and Safeguarding where applicable; take on the responsibility of Personal License holder, along with other Managers. Liaise with the Operations Manager for large-scale events.
- Be proficient in the preparation of costings of commercial activities and events; manage budgets accurately and report regularly and effectively to the Board of WCEL
- Act as the main point of contact between the catering contractor and the Cathedral, and be accountable for the success of this relationship, ensuring the cathedral maximises income whilst delivering appropriate support to the contractor
- Oversee the retail operation, providing support and challenge to the Retail Manager to deliver agreed profit and growth efficiently, along with a high-quality visitor experience
- Liaise with colleagues from Operations, Liturgy and Music to ensure all commercial and events activities are in line with the cathedral's mission and worship.

- In particular, work closely with the Visitor Experience Manager who creates and delivers exhibitions and smaller-scale events associated with visitor experience, to maximise commercial opportunity, including via the Box Office.
- Represent the cathedral as an effective advocate in external relationships, sharing duties appropriately with the Visitor Experience Manager and Head of Marketing
- Provide inspiring leadership and direction to the volunteer groups who support events, principally the programme vendors and concert stewards
- Ensure all compliance policies are adhered to; contribute to the business continuity and emergency procedure plans.
- Any other tasks that may be reasonably requested to ensure the successful operation of the cathedral.

<b>Person Specification</b>	<b>Essential</b>	<b>Desirable</b>
Qualification: degree or similar level in relevant subject area (tourism, hospitality, history, arts) or able to demonstrate equivalent knowledge and sector experience.	E	
<b>Experience/Knowledge and Skills</b>		
Demonstrable commercial success in developing and delivering commercial business in the hospitality, cultural or visitor attraction environment.	E	
Proven interest in delivering the highest standards of customer service.	E	
Ability to prepare accurate costings for proposed activities, review thoroughly, manage budgets, and impose cost control where necessary.	E	
Willingness to innovate, deliver and learn from results, to work under pressure, forward plan and meet deadlines	E	
Very good people, negotiating and influencing skills enabling strong relationships to be built internally and externally; team player with a flexible approach to working.	E	
Inspiring leader, interested in team development, able to motivate, communicate and set direction with clear objectives to achieve targets.	E	

Experience in motivating and managing teams of volunteers	E	D
Excellent IT skills including MS Office, with strong written and verbal communication skills.		
Deal confidently and calmly with emergency situations	E	
It is essential to have sympathy with the Christian faith, and empathy for the vision, mission and values of the Cathedral, committed to Safeguarding, equality, diversity and inclusion.	E	

**Hours of Work**

37.5 hours, 5 days a week, to include some weekends, Bank Holidays and evenings.