

Job title	Head of Commercial
Reports to	Executive Director of Commercial and Digital Innovation
Direct Reports	Sales Manager EHN Sales Manager Contact Centre Manager
Division	Commercial and Digital

Role Purpose:

This role is crucial to our financial sustainability and growth of our income streams.

This role will:

- Be responsible for line managing and ensuring optimal service delivery in addition to developing and implementing commercial strategy across owned income streams
 - CIEH vocational training (instructor led and eLearning)
 - Sponsorship for CIEH events
 - Job and magazine advertisement
- Be responsible for contributing to and supporting commercial strategy for income streams in other areas of the business
 - Membership
 - Events
 - Professional Registration
 - 15Hatfields venue and conference centre
 - Rental
- Collaborate closely with the marketing team in driving growth across all income streams
- Identify and support new revenue stream opportunities that align with CIEH's purpose and brand

Responsibilities and Duties:

Strategic planning and delivery

- Develop and implement strategies specific to owned revenue streams
- Contribute to and support the overarching commercial strategy for the organisation

- Work with the Director of Commercial and Digital Innovation to develop and drive the business development strategy across the organisation in securing new or stronger revenue streams
- Implement sales and business development initiatives to drive the commercial strategy
- Collaborate with the marketing team to ensure marketing strategies are aligned with the commercial strategy
- Responsible for departmental planning and budgeting
- Responsible for reporting on the performance of owned functions with appropriate KPIs and metrics

Sales, Business Development and Fund Raising

- Implement sales and business development initiatives to drive the commercial strategy
- Embed good practice sales and business development techniques across the teams
- Drive use of data and analytics in supporting sales and business development activities
- Investigate and build business cases for identified potential new revenue streams, such as grants or corporate partnerships
- Lead on reviewing profitability and pricing across income streams
- Support areas across the business to develop business cases for new products and services based on market intelligence
- Provide support and input on the lifecycle of CIEH's products and services informed by market intelligence

Stakeholder Relations

- Responsible for ensuring effective and productive relationships with internal and external clients, suppliers and partners
- Responsible for ensuring good quality service delivery and customer experience that enhances the CIEH brand

Team Leadership and Service Delivery

- Responsible for team management and development, and ensuring a high performing and happy team operating in line with CIEH values and behaviours
- Responsible for ensuring owned functions deliver a high-quality service that supports profitable income generation
 - Contact Centre (Customer Services supporting all business areas)
 - Vocational training sales and account management
 - Sponsorship and advertising sales manager

Compliance and Risk

- Responsible for ensuring CIEH policies and procedures are adhered to and followed
- Responsible for oversight and reporting on Health and Safety as part of the 15H service delivery
- Maintain a risk register, implement mitigations and escalate concerns where appropriate.

Undertake such other reasonable duties as required in accordance with the jobholder's position and status.

Person Specification:

Experience and qualifications

- Educated to degree level, preferably with recognised commercial qualifications
- Significant proven experience of working for an organisation with similar commercial activities, preferably a professional membership association or other 3rd sector organisation
- Previous experience in managing and supporting the business development of an event venue or training business highly desirable
- Experience of creating successful sales or commercial strategies which have successfully delivered against income/acquisition targets
- Experience of successfully managing commercial teams with ability to disseminate and prioritise work within a team
- Significant experience of creating and implementing sales and business development strategies
- Experience of establishing and embedding good practice techniques and process with a commercial team

Skills and personal qualities

- Strong planning and budget management skills
- Excellent written and verbal communications skills with ability to adapt style as/when required
- Excellent eye for detail
- Experience of analysing and reporting on marketing effectiveness and return on investment
- Ability to multi-task and to manage several different projects at the same time
- Ability to make considered judgements under pressure

CIEH is an equal opportunities employer