



Job Description

Service:	Parks & Countryside
Job title:	Commercial Manager
Grade:	H
Hours of work:	37pw (including evenings, weekends and bank holidays as required)
Responsible to:	Development & Delivery Manager – Parks, Countryside and Climate
Responsible for	
Direct reports:	3
Indirect reports:	<i>Café team</i> approximately 4fte <i>Event Support team</i> approximately 1.5fte <i>Business / admin team</i> approximately 3.5fte <i>Volunteers</i> approximately 40
Budget:	£375,000

Purpose of Post:

The role will be responsible for developing and implementing a Commercial Strategy to maximise income, improve the visitor experience, and raise the profile of the Council's Strategic Parks & Countryside.

The role will manage the commercial activities of Hinchingsbrooke Country Park, including catering, retail, events, and activities whilst working closely with the Delivery team to ensure that the park's business activities are aligned with the Council's overall objectives and values.

This role will contribute to the sustainable and exciting future of the council's Parks & Countryside through the effective management and marketing of our assets, ensuring that the hospitality and catering services are both profitable and impactful to park users.

The role will lead on the delivery of efficient and outcome orientated education and park user engagement to meet the Council's goals.

On a day-to-day basis, this role needs to pursue new opportunities to generate income for Parks & Countryside. It needs excellent leadership qualities with a strong commercial acumen and business understanding.

This strategic role will feed directly into the priorities of the corporate plan and will be expected to attain measurable outcomes.

Priority 1: Improving quality of life for local people.

Priority 2: Creating a better Huntingdonshire for future generations.

Priority 3: Delivering good quality, high value-for-money services with good control and compliance with statutory obligations.

Key Deliverables:

The role has budgetary responsibility to increase income and profit, through the provision of events and activities that are delivered to ambitious standards within agreed timescales

Do:

- Develop a Commercial Strategy for the Strategic Parks & Countryside to sympathetically optimise profitable prospects within the Open Space Portfolio, as well as;
 - review opportunities for generating income through existing activities including all Service Level Agreements and moorings availability at Paxton Pits Nature Reserve.
 - review of the buildings in the Open Space Portfolio,
 - drive the development of the commercialisation of Parks & Countryside including the function room and café at Hinchingsbrooke as well as Education, Marketing & PR, Visitor engagement and events on sites across the district.
- Generate additional income throughout the Parks & Countryside Portfolio, focussing initially on Hinchingsbrooke Country Park before expanding to include other sites in 2025.
- Implement the Healthy Open Spaces Strategy Action Plan
- Create projects and initiatives to improve the quality and accessibility of Parks & Countryside
- Develop budgets and resources to ensure profitable accounts at the end of each financial year in collaboration with finance business partner.
- Compliance with relevant legislation and regulations.
- Provide leadership and support to the staff responsible for events & activities, hospitality and education, volunteer and community engagement.
- Produce successful marketing campaigns ensuring high attendance at events and publicising the community and health benefits offered by outdoor activities.
- Branding and marketing to ensure all efforts are aligned with business goals and the corporate plan of Huntingdonshire District Council
- Create a comprehensive programme of year-round activities to ensure community engagement whilst maximising income capacity.
- Submit accurate and consistent bid applications resulting in external funding.

Enable:

- recruitment and selection of team members and associated training, continuous development and performance
- strong relationships to be built with local community groups, stakeholders, and partners.
- creation and implementation of performance measures and monitoring systems.
- effective communication and engagement with the local community.




Influence:

- effective management and maintenance of all commercial assets, including the Countryside Centre and Café at Hinchingsbrooke and development of other profitable outlets on alternative sites.
- external stakeholders, partners, and other local authorities by representing the council in meetings.
- marketing campaigns
- new business and partnership opportunities
- strategic business decisions through comprehensive market research

<p>Knowledge and Qualifications</p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role.</p>	<p>Essential</p> <p>A degree in business, marketing, or a related field. (EI)</p> <p>Experience in a commercial management role in the leisure or tourism industry. (E)</p> <p>Knowledge of marketing and communication strategies to promote visitor attractions and generate income. (E)</p> <p>Knowledge of financial management and budgeting. (E)</p> <p>Desirable</p> <p>First aid certificate (D)</p> <p>Hygiene certificate (D)</p>
<p>Experience</p> <p>Experience the person would need to do the job.</p>	<p>Essential</p> <p>Extensive experience in developing and implementing commercial strategies to increase visitor numbers and generate income. (E)</p> <p>Experience of identifying and developing new revenue streams. (E)</p> <p>Experience in identifying patterns and trends through careful data analysis to enable quick reaction to improve the financial benefits (E)</p> <p>Team orientated with experience of working as part of a successful unit, being self-motivated and requiring minimum supervision (E)</p> <p>Experience of managing staff and empowering them to be the best, leading by example to achieve the required results (E)</p> <p>Experience of successful social media campaigns (E)</p> <p>Desirable</p> <p>Strong client liaison with an established network of contacts (D)</p> <p>Experience of risk management (D)</p>
<p>Skills and Abilities</p> <p>Specific skills the applicant would need to do the job.</p>	<p>Essential</p> <p>Excellent leadership and management skills to lead and motivate staff. (E)</p> <p>Effective communication and interpersonal skills to build and maintain relationships with external stakeholders, partners, and the local community. (E)</p> <p>Ability to work collaboratively with other departments and local authorities. (E)</p>

	<p>Strong problem-solving and decision-making skills. (E)</p> <p>Ability to create confidence in the audience, through knowledge and delivery of positive outcomes (E)</p> <p>Ability to present written information in a structured and balanced way appropriate to the needs of the reader (E)</p> <p>Ability to both persuade, negotiate and deliver unwanted messages (E)</p> <p>Ability to lead and influence with discretion (E)</p> <p>Ability to work accurately and in detail, whilst balancing multiple tasks and projects (E)</p> <p>Ability to monitor national trends and react quickly to engage with local community (E)</p> <p>Has the capacity to react to changing circumstances, and be able to suggest alternative ways forward with the minimum of management intervention (E)</p> <p>Ability to use extensive analytical skills to identify issues and areas for improvement (E)</p> <p>Excellent time management and the ability to prioritise, with strong organisational skills, keeping many projects afloat at once (E) (E)</p> <p>Ability to process the “big picture” (E)</p> <p>Desirable</p> <p>Ability to build social media presence (D)</p>
<p>Decision Making and Impact on Others</p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<ul style="list-style-type: none"> • The Commercial Manager will have a significant impact on <ul style="list-style-type: none"> • the country park's financial performance following the investment. • the financial sustainability of Parks & Countryside • the visitor experience and customer engagement. • the staff by providing leadership and direction to ensure high levels of performance and job satisfaction. • the local community by providing alternative events to meet their needs on various sites. • Makes and communicates clear, sometimes unpopular, assessments, for example dealing with customer complaints (E) • Makes effective decisions under time pressure (E) • Balances the risks and benefits of diverse options, for example when determining which fundraising application is most beneficial with the most favourable results (E)

<p>Communication with Internal and External Customers</p> <p>What customers the applicant would be in contact with in the job</p>	<p>Internal 40% External 60%</p> <p>External: Elected members, service customers, members of the public, other public bodies and organisations,</p> <p>Internal: Colleagues and employees across the whole council</p>
<p>Personal Attributes and Other Requirements</p> <p>In this section, please list any other qualities you are looking for from the applicant</p>	<p>The postholder will be expected to commit to HDC values, especially in promoting health and wellness in Parks & Countryside.</p> <p>Willing to travel to different sites and to work unsocial hours when required as this is a customer focussed role.</p> <p>Must have the ability to offer remote support and advice based on information available.</p> <p>Inspiring – To lead highly performing activities. A “fail fast” mentality to deliver continuous innovation and improvement.</p> <p>Collaborative - Possess a collaborative mindset and work together for common to meet goals - Ability to understand individual perspectives and emotions and tailor the approach to ensure efficient and clear communication.</p> <p>Accountable - Takes responsibility for the effects and impact of their decisions and those they delegate. Ability to work under pressure and manage multiple ongoing work streams to deliver to the stated deadlines</p> <p>Respectful - To be an excellent team player and role model demonstrating loyalty and commitment to the organisation. Ability to speak publicly to instil trust and confidence in senior managers, external partners, and fellow public bodies, demonstrating confidence within the role.</p> <p>Enterprising – To seek financially advantageous opportunities to achieve quantifiable results. - To look for solutions that engage multiple stakeholders to deliver beneficial consequences for our Parks & Countryside</p>
<p>HDC values</p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p>Inspiring: We have genuine pride and passion for public service; doing the best we can for customers matters to us all.</p> <p>Collaborative: We achieve much more by working together, and this allows us to provide the best service for customers.</p>

	<p>Accountable: We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p>Respectful: We respect people’s differences and are considerate to their needs.</p> <p>Enterprising: We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>
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Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults.
- Demonstrates understanding of safeguarding issues.
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda.
- Can demonstrate an ability to contribute towards a safe environment.
- Is up to date with legislation and current events
- Can demonstrate how s/he has promoted ‘best practice.’
- Shows a personal commitment to safeguarding children.