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| **Job Description** |
| **Job title** | Commercial Manager |
| **Grade** | Scale L – SCP32 – 33  |
| **Place Of Work** | A base will be allocated however the post holder is expected to work in any Volair facility. |
| **Section/team** | Business Management |
| **Accountable to** | Head of Business Management |
| **Responsible for** | Sales and Marketing Team |
| **Date reviewed** | April 2023 |

**Purpose of the job**

1. To be accountable for the Sales, Retention and Marketing Team and drive performance in order to achieve business objectives.
2. To manage and lead the sales and marketing team to develop and grow core membership levels (sales, retention & referral), and reduce attrition in line with targets .
3. To develop and maintain key partnerships which support the growth of the commercial business objectives.
4. To develop Volair as a brand, complemented by a Sales and Marketing plan.

**Duties and responsibilities**

1. To lead on the continual development of effective systems to monitor and evaluate performance of the service to meet annual targets.
2. To produce and implement an annual marketing strategy supported with bespoke promotional plans for individual sites/activities.
3. To take a lead on key pieces of work which evolve and innovate the future of relevant commercial services for Volair.
4. To support the Senior Management Team to identify and secure additional resources to support the development of the service.
5. To support Volair to advocate and raise the profile and benefits of sport and physical activity; this includes liaising with local, regional and national agencies to promote the service.
6. To develop and maintain relationships with key partners/organisations which allow for the efficient and effective delivery of commercial services.
7. Develop Volair brand standards and embed them across the organisation operationally and digitally.
8. Grow Volair’s social media presence, platforms, reach and engagements.
9. To develop and innovate the Volair product
10. To lead on pricing and promotions.
11. Develop and support outreach programmes and organise outreach visits to organisations and events which could have an impact on commissioned services, income generation and participation increases.
12. To produce and deliver reports and presentations relating to commercial services as directed by line managers.
13. To keep abreast of new innovations and best practice that will benefit Volair.
14. To develop and manage quality control systems for the achievement of conversion rates from facility tours and telephone enquiries to appointments and sales, against monthly membership targets.
15. To embed the provision of high-quality customer services and products which exceed customer expectations.
16. To develop and embed the Volair customer journey across all Volair facilities.
17. To develop the corporate offer to increase the number of Volair Corporate Partners utilising Volair Clubs for memberships and other corporate benefits.
18. To lead on the development and growth of outreach programmes with a view to increasing membership sales.
19. Ensure the effective day to day management and leadership of the Sales and Retention Team, ensuring targets and objectives are met and service provision attains the level required.
20. Lead the organisation and analysis of customer satisfaction surveys and focus groups.
21. To support Volair to advocate and raise the profile and benefits of sport and physical activity; this includes liaising with local, regional and national agencies to promote the service.

## Planning

1. To prepare annual project and outreach plans and associated reports.
2. To prepare annual marketing strategy
3. To prepare annual budgets in consultation with the Head of Business Management
4. To prepare and present reports for the Volair Board

## Finance

1. To be responsible for finances in accordance with Volair financial procedures, including budgetary control and the maintenance of agreed records and targets regarding income in association with the Head of Business Management.
2. Ensure all financial procedures are strictly adhered to.
3. To assist the senior management team in the preparation of associated budgets/targets for income and expenditure.
4. To achieve annual income targets as directed by Senior Managers

## Staff

1. Line Management of the Sales Team Leader and Marketing Coordinator.
2. Take responsibility for the direction, supervision and motivation of all staff within the Sales and Retention Team in the execution of their duties.
3. Maintain staff discipline.
4. Recruitment, selection, appraisal, appointment, and training of relevant staff.
5. Monitoring of associated staffing levels and shift patterns, to ensure adequate levels of supervision.

**Other**

1. To undertake any other duties commensurate with the post and grade which contribute to the general purpose and objectives of Volair.
2. To work pro-actively towards creating a positive environment to work embracing Volair commitment to Equality and Diversity.
3. To ensure that all duties are carried out in accordance with industry guidelines and Health and Safety requirements.
4. To ensure that continuous professional development is undertaken on an annual basis in consultation with line managers.
5. Attend Management Team and other meetings associated with the post as directed by the senior management team.

**Health and safety**

1. To ensure compliance with all relevant Health and Safety regulations and policies
2. Manage Health & Safety in relation to all Volair guidelines
3. Control of Equipment ensuring that quality inspections and corrections are made as required.
4. Ensure that all equipment is cleaned and maintained in accordance with manufacturer’s guidelines and industry best practice.
5. To ensure suitable and sufficient risk assessments are carried out taking into account employees capabilities.
6. To ensure that all staff under the post holders supervision are suitably qualified with regular ongoing training in place to meet with industry best practice guidelines.