

# Capel Manor College

## Head of Commercial Services

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### Job Description & Person Specification



# **JOB DESCRIPTION & PERSON SPECIFICATION**

## **JOB DESCRIPTION**

<b>Post</b>	Head of Commercial Services
<b>Scale</b>	Leadership and Management
<b>Grade</b>	Scale points 41-47
<b>Responsible to</b>	Assistant Principal Employer Skills, Innovation and Growth
<b>Location</b>	Enfield
<b>Contract</b>	Full-time

### **Key Responsibilities:**

The Head of Commercial Services will lead and drive growth across the College's commercial portfolio, including but not limited to visitor attractions, weddings and events, retail, and hospitality services. The post holder holds overall responsibility for ensuring that Capel Manor's public-facing offer delivers a best-in-class service, operates profitably, and is recognised for its quality.

The post holder will develop and oversee a broad, dynamic commercial strategy that enhances customer experience, diversifies revenue streams, increases visitor numbers, and supports the College's wider educational and reputational goals.

Working across the full College estate, the post holder will identify and capitalise on opportunities to generate income, make best use of the College's physical and natural assets, and maximise underutilised space and services. The role requires both strategic vision and operational focus, ensuring the College's unique environments are fully leveraged to support learners, visitors, and commercial growth.

### **Main Responsibilities:**

#### **Strategic Leadership**

- Develop and deliver a bold commercial strategy, aligned with College priorities and centred on revenue growth, audience development, and experience excellence.
- Maximise the use of the College's unique estate and assets through a diverse mix of commercial ventures and external partnerships.
- Lead on delivering an exceptional guest journey that reflects the quality and ethos of Capel Manor College.

#### **Commercial Operations**

- Oversee a range of commercial services — including events, venue hire, food and beverage, retail, and visitor attractions — ensuring cohesive delivery and commercial effectiveness.
- Work with academic teams to create synergy between education and commercial activity, offering real-world learning environments and enhancing the College's wider offer.
- Lead initiatives to enhance and grow the College's public engagement through a varied programme of seasonal and strategic events.

#### **Experience and Reputation**

- Champion a culture of exceptional service, ensuring all public-facing activities deliver quality, accessibility, and engagement.
- Drive continuous improvement across all touchpoints of the guest experience.
- Develop frameworks for measuring satisfaction and success — including the pursuit of recognised accreditations and review platforms.

#### **Marketing, Brand and Growth**

- Work closely with the Marketing and Communications team to shape and deliver compelling, data-informed campaigns — both organic and paid.
- Lead strategies to grow visitor numbers and deepen engagement, including digital channels, partnerships, and community outreach.
- Explore and grow brand and revenue opportunities through sponsorship, fundraising, and philanthropic giving strategies.

## **Financial Oversight and Performance**

- Set and monitor commercial targets, ensuring efficient budget management and strong return on investment across services.
- Analyse commercial performance and market trends to shape future planning.
- Lead on commercial reporting.

## **Team Leadership**

- Provide strategic and motivational leadership to a cross-functional team responsible for delivery of the College's commercial portfolio.
- Foster a collaborative, high-performance culture with a focus on innovation, service, and accountability.

## **General Responsibilities:**

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

## **PERSON SPECIFICATION**

### **Qualifications**

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period
- Relevant professional qualifications in business, events, marketing, or hospitality (desirable)
- Evidence of continuous professional development

### **Experience**

- A proven track record in strategic commercial leadership and operational delivery — ideally within visitor attractions, hospitality, education, leisure, or cultural sectors
- Experience of leading diverse income-generating services and improving both revenue and quality

### **Skills, Abilities and Knowledge**

- Commercially astute, with the ability to spot, evaluate, and deliver on opportunities
- Strategic thinker with a strong grasp of audience development, marketing, and customer insight
- Collaborative, inclusive leader with excellent communication and influencing skills
- Comfortable using data and feedback to guide decisions and drive improvement

### **Other Factors**

- Flexibility to work evenings and/or weekends
- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required