



Job title:	Commercial Manager – The Downs
Bristol grade:	BG13
Managed by:	Parks and Green Spaces Commercial Manager
Responsible for:	N/A
Directorate:	Growth and Regeneration
Service area:	Natural and Marine Environment

Purpose of the job

To play a vital role in the smooth, safe and successful operation of the Downs Commercial Operations, which includes commercial concessions, events, concerts, community events & activities, sporting activities, development of new income opportunities. The focus will be to maintain existing sources of income, explore ways in which the Downs can be used to attract a new audience & opportunities, expanding, and securing income opportunities which will support the Downs in becoming self-financing. Responsible for driving revenue through commercial activities & introducing new streams of income & opportunities to ensure the service maximises self-generated income to meet & exceed the objectives of the Downs and the targets set. Reviewing & developing built assets to create new business opportunities, which could include a café & shop etc. To ensure a high-quality environment & customer experience, working with key stakeholder's local residents & council services. As a member of the Parks & Green Spaces Commercial Team, explore ways in which the Downs can be promoted locally, regionally, nationally & strengthen the brand.

Key job outcomes/accountabilities

- Contribute to the boarder work being undertaken on the Downs to support the delivery an outstanding service, in particular, provide leadership to the Downs Commercial Operations.
- Work with the Parks & Green Spaces Commercial Manager & lead on ensuring that commercial income potential is maximised to secure a sustainable financial model for the service. Lead on the Downs commercial & operations functions to ensure its sustainability, growth, and outstanding customer experience.
- Lead the development, implementation & management of the Downs commercial strategy, introducing new income streams & maximising self-generated income & profit to be reinvested into the area.
- Champion commercial development throughout the service to ensure that commercial issues are integrated into the business and corporate planning cycle.
- Devise, implement & update the strategic business plan in conjunction with the Downs Committee. Liaison with the membership of the Downs Advisory Panel.

Key job outcomes/accountabilities

- Maximise the potential of all income streams for the Downs & achieve agreed annual income targets. Identify, pursue and realise new opportunities for sustainable revenue generation consistent with the values & vision of the council and the Downs Committee.
- Work with the Downs Committee/council to audit, develop & exploit service assets in relation to trading & specific markets e.g. commercial concessions/events/activities/venue hire & review business activities to establish current profitability & potential for further development.
- Work with colleagues to develop/exploit Intellectual Property Rights & licencing opportunities.
- Development of commercial contracts. Oversee all commercial contracts to ensure best profit margin. Develop strong links with a wide range of event organisers, commercial organisations and, where appropriate, network with relevant organisations who provide similar facilities.
- Lead on the Downs site operations, develop & manage relevant service SLA's with BCC departments to ensure site operations function at the highest standard and meet security, health & safety and other requirements.
- Oversee the daily management of activities, events etc. Develop & deliver Downs events that grow the brand of the Downs and deliver commercial and audience engagement ambitions.
- Work with internal & external stakeholders to ensure that we develop strong strategic relationships for investment and growth. Work with local communities to secure buy in for a reactivated Downs Events and Commercial Activity.
- Lead on the development of new initiatives. Oversee the financial activities of all commercial activities & report this to the Downs Committee & communicate complex information clearly, accurately and effectively for understanding and impact.
- Ensure that the councils accounting & financial procedures are strictly adhered to and embed a culture of control and financial discipline in the Service.
- Prepare timely, accurate, high-quality reports, presentations & briefings for the Downs Committee/BCC Senior Management Team/Head of Service/external stakeholders as required.
- Develop & deliver strategic objectives, manage projects, facilities & assets proactively and sustainably. Manage projects/programmes of work so that they are scoped & delivered to a high-quality/on time/on budget/risk is managed & that evaluation is used as a continuous improvement tool.
- Lead the Commercial Opportunities and foster a culture of enterprise, innovation & excellence to realise a healthy business, collaboration between services, outstanding customer experience, excellent resource management & compliance with BCC policies & procedures.
- Rigorously plan a programme of work & activities, budgets, other resources & procurement across all aspects of the Downs Commercial activities and other areas to ensure commercial objectives are met and that income and profitability is maximised.
- Prepare external funding applications, consulting with the Downs & BCC colleagues to establish support & related resource and timescale implications and manage and deliver projects resulting from successful bids to deliver project objectives.

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.

General Accountabilities

- A. So far as is reasonably practicable, the post holder must ensure that safe working practices are adopted by employees and in premises/work areas for which the post holder is responsible to maintain a safe working environment for employees and service users. These are defined in the Corporate Health, Safety and Welfare Policy, departmental policies and codes of practice.
- B. Work in compliance with the Codes of Conduct, Regulations and policies of the City Council.
- C. To model and promote good equalities practice and value diversity across the service.
- D. Ensure that output and quality of work is of a high standard and complies with current legislation/standards.
- E. Ensure that all mandatory training is undertaken as required e.g. – Bristol City Council's Induction, Health and Safety, Equalities, Safeguarding Children and Safeguarding Adults. Please note - this is not a comprehensive list.