



Job title	Head of Commercial Development
Purpose	<p>This is an exciting opportunity to join St Pauls Carnival as the organisation moves into the next phase of its development. Having secured 3 years Arts Council National Portfolio Organisation investment, this role is central to developing commercial opportunities.</p> <p>Working with the Executive Director, the role will capitalise on the creative nature of our business to build new partnerships, finesse the organisation brand appeal and broaden offer.</p> <p>The Head of Commercial Development will also develop and manage elements of business in line with the St. Paul's Carnival CIC's business development, income generation and communications plans. Specially, the role will work to;</p> <p>Create and manage innovative and responsive business development opportunities including corporate sponsorship, service development, enterprise/trading and attracting funding and support from trusts/foundations, donors, and public funding bodies.</p> <p>Create, implement and monitor detailed business development plans involving partners and stakeholders as appropriate.</p>
Reporting to	Executive Director
Posts Line Managed	Fundraising Officer, Communications & Social Media Officer
Relationships	ED, Board of Directors, operational management and staff team, stakeholders, partners, sponsors, funders, donors, PR team, Fundraising team.
Budget	TBC on appointment
Income generation	Responsible for generating, leading and/or contributing to opportunities to generate income for SPCIC.
Salary	£38,000 pro rata + OTE
Scale Point	NJC SCP c.31-32
Hours	30 hours per week, flexible may include some evenings/weekends
Contract	Permanent, subject to continued funding
Location	SPCIC Office, Brigstocke Road, St. Paul's, Bristol



Key Responsibilities

Commercial Income Development

1. Deliver the key objectives of the St Pauls Carnival CIC's business development plan, working closely with the Executive Director to;
 - 1.1. strengthen SPCIC's financial resilience and sustainability through the creation, management and delivery of commercial income and entrepreneurial opportunities
 - 1.2. diversify SPCIC's sources of restricted and unrestricted income
 - 1.3. ensure the correct legal structure is in place to enable and deliver successful business development.
2. Co-ordinate all commercial income development activities and ensure high quality implementation.
3. Ensure that commercial income development plans align with the organisation's feasibility report and business plan.
4. Work with the team to expand and enhance SPCIC's profile, reach and influence locally, regionally and nationally.
5. Proactively identify and engage new and potential commercial/business partners and collaborators.
 - 5.1. Create opportunities for the Executive Director, Chair or Board to meet new/potential investors and sponsors.
6. Support, advise and direct other staff in the development and delivery of business development/income generation programmes, projects and services.
7. Develop and account manage partnerships, collaborations and joint ventures for the benefit of SPCIC.
 - 7.1. Ensure that SPCIC's relationships with existing and potential funders are strengthened and maintained positively
8. Maintain existing and future relationships with funders and investors through regular communications (e.g., briefings, written correspondence and one to one meetings).
9. Prepare reports for the Exec Director, SPCIC Board, funders and investors, undertaking any other ad-hoc reporting as required.



Fundraising and Communication

1. Provide line management and support to the Fundraising Officer and Communications & Social Media Officer.
2. Work with the Exec Director, Fundraising Officer, external Fundraising team, and the Communications & Social Media Officer to develop, co-ordinate and implement activities to deliver on SPCIC's fundraising/income generation and PR/Marketing strategies.
3. Develop and maintain SPCIC's case for investment as a key arts organisation.
4. Identify appropriate sources of revenue and support through, for example; corporate sponsorship, service delivery, enterprise/trading, trusts/foundations, donors.
5. Work with the Fundraising Officer to develop and deliver regular fundraiser events
6. Ensure that SPCIC's external communications are engaging, appropriate, high quality and suitable for diverse audiences
7. Develop a set of high-quality resources (e.g., slide-decks/pitches, brochures, reports and briefings) that support business development and fundraising activities.
8. Work with colleagues to ensure that the presentation of SPCIC to all audiences is consistent, high quality and supportive of commercial development objectives.

General

(Expected of all employees)

1. Keep informed of and work in accordance with relevant legislation, policy and good practice developments.
2. Contribute to other SPCIC projects from time to time.
3. Carry out duties in compliance with SPCIC's policies and procedures
4. Participate in staff meetings, supervision, appraisals and training as agreed with the line manager.
5. Contribute to agreed monitoring and evaluation of own work/projects and contribute to regular and annual reports.
6. Be responsible for own safety and not endanger that of colleagues/visitors in the workplace.



7. Undertake occasional out of hours work, as directed by line manager.
8. Act as an ambassador for SPCIC and positively contribute to the delivery of SPCIC's marketing and communication strategies.
9. Undertake other reasonable duties commensurate with the grading for the post.

Person Specification

Please note that the person specification is indicative and not prescriptive, the balance of duties will vary in accordance with business need but within the confines of the role.

Criteria	Essential	Desired	Method of Assessment
Qualifications			
Educated to a degree level, OR relevant significant experience in a similar role		x	Cover letter/CV
Skills, knowledge, understanding and experience			
Proven track record of increasing commercial income/investment / sponsorship/grant funding	x		Cover letter /CV/Interview
Entrepreneurial and creative thinker	x		Cover letter /CV/Interview
Experience of working with international brands as sponsors or investors		x	Cover letter/CV/Interview
Experience of working to commercial revenue targets	x		Cover letter /CV/Interview
Strong negotiation skills	x		Cover letter /CV/Interview
Excellent relationship building skills	x		Cover letter /CV/Interview



Dynamic communicator	x		Cover letter /CV/Interview
Demonstrate excellent written and verbal communication skills	x		Cover letter/CV/Interview
Demonstrate excellent numeracy skills	x		Cover letter /CV/Interview
Attention to detail		x	Cover letter /CV/Interview
Experience of working for a charity		x	Cover letter /CV/Interview
Experience of working with local brands as sponsors or investors		x	Cover letter /CV/Interview
Knowledge and exposure to Carnival brands on a national or international basis		x	Cover letter /CV/Interview
Highly competent in the use of Microsoft Office packages	x		Cover letter /CV/Interview

Personal Attributes			
Enthusiastic, imaginative, and energetic with a 'can do' attitude	x		Cover letter /Interview
An inquisitive mind, with the ability to problem solve	x		Cover letter /Interview
Ability to confidently work as part of a team or individually	x		Cover letter /Interview
Excellent interpersonal skills	x		Interview
A shared passion for the work of the organisation in the community	x		Interview
Organisation & time management skills	x		Interview