



HCPT Commercial and Development Director Job Description and Person Specification

Job Title – Commercial and Development Director

Reporting to – Chair of Trustee Board of HCPT

Salary – up to £40,000 per annum, full time, (five days a week) fixed term position until November 2020 and reviewed thereafter.

Job Purpose – to lead and develop the commercial income generation of Hartlebury Castle Estate and its heritage assets.

Job Summary

Hartlebury Castle Preservation Trust is a registered charity formed to preserve Hartlebury Castle (home to the Bishops of Worcester for more than a thousand years) for education, the use and enjoyment of everyone, and to preserve the 18th century Hurd Library within the Castle. In October 2014 the Trust was awarded £5M by the Heritage Lottery Fund to purchase the Castle and Estate, with restoration work completed in May 2018.

Our aim is to make the wonderful stories of the Bishops and the Castle, as well as the Hurd Library, the Collections of the Museum and Castle and Gardens into an integrated visitor destination in collaboration with Worcestershire Country Council and Museums Worcestershire. The visitor experience includes tours of the house and gardens, regular events and activities, a café and shop. The site is also to be developed further as a unique private functions venue.

The post holder, will be responsible for driving maximum commercial benefit from the Castle and Estate whilst ensuring that visitors are able to enjoy and learn about the special historic character of the place. The post holder will be responsible for developing and managing Hartlebury Castle with a clear line of vision for its future and sustainability

They can expect to be “hands-on” dealing with operational issues on-site, working weekends as necessary as well as running a disciplined business, building commercially advantageous relationships within local communities and other partners, and investigating and planning for initiatives and developments that help make Hartlebury Castle a leader in visitor/heritage management. The post holder will be required to be the primary key holder and first point of call for out of hours emergencies.

Commercial and Financial Management

- With reference to the HCPT business plan, lead on the development and delivery of strategy to meet current and future business requirements.
- Ensure robust cost controls and develop commercial and marketing strategies to maximize net income and profitability. This will include revenue from admissions, tours, shop, onsite catering, special events, commercial hire and the planning and promotion of the annual programme.
- Budget holder for approximately £350,000 to £400,000 expenditure and income generation. Being responsible to the Board for creating and managing the budget and reporting/forecasting monthly on an ongoing basis.
- Oversight of facilities welcoming c25, 000 -35,000 visitors per annum throughout the year.

People & Stakeholder Management

- Direct line management of HCPT Marketing and Business Development Manager, Activities Officer and Catering Manager and leadership of the wider team including Volunteer Coordinator, two Visitor Engagement Assistants, catering team and volunteers.
- Creating an environment to ensure effective delivery of the commercial operating model, including events, catering, retail, and hospitality.
- Working closely with specialist support, Museums Worcestershire staff and HCPT Trustees as appropriate (e.g. in finance, commercial, fundraising, marketing, health & safety, human resources) to ensure HCPT policies and standards are implemented.
- Developing and maintaining sound relationships with local stakeholders including Worcestershire County Council, Wychavon District Council, Hartlebury Parish Council and English Heritage and building commercially advantageous relationships as required.

KEY RESPONSIBILITIES

1. To develop and deliver a programme of income generating activities including onsite catering, corporate and wedding hires, sponsorship and special events.
2. Daily operations in conjunction with the onsite MW team, Activities Officer, Marketing and Business Development Manager and Catering Manager to deliver a first class visitor experience.

3. Leadership of staff and volunteers (recruitment, induction, development, performance management) such that they are fully equipped and motivated to undertake their duties to the required HCPT standards and to drive efficient use of HCPT resources.
4. Working with the book keeper and Treasurer of HCPT to ensure finances are sustainable. This will include budget setting, phasing, monitoring, reporting, pro-active and re-active adjustments and providing the HCPT Board with regular and reliable financial information.
5. Estate Management and oversight of property and grounds maintenance, including investment properties and tenants/ occupiers, supported by our contracted land agents.
6. Oversight of marketing and promotion of the property and the work of HCPT. Working with the Marketing and Business Development Manager to engage/networking with TIC, tour operators and other related tourist organisations with the aim of engaging as wide an audience as possible. Achieving and exceeding visitor targets.
7. To act as the professional point of contact representing HCPT in engaging with external organisations
8. Ensuring that all commercial events are supported with the appropriate security, licensing and staffing including on site attendance on occasion to ensure the security of the building
9. Monthly reporting to Chair and Board of Trustees and attendance at Board meetings



LOTTERY FUNDED



REQUIRED QUALIFICATIONS, EXPERIENCE, SKILLS & KNOWLEDGE

KNOWLEDGE

Essential

- Excellent commercial understanding and sound knowledge of financial and business practices
- Understanding of customer-facing environments.
- Awareness of heritage, conservation and building management requirements

Desirable

- Understanding of working with volunteers

SKILLS

Essential

- A high level of financial literacy and the ability to monitor and respond proactively to key performance indicators.
- Leading, developing and coaching staff and volunteers
- Excellent interpersonal and communications skills, written and verbal
- Self-motivated, able to work on own initiative and as a team member
- Commitment to establishing learning culture and sharing ideas
- Ability to work flexibly and prioritise a diverse workload
- Strong networking and stakeholder management skills
- High level problem solving and innovation
- Attention to detail.

EXPERIENCE

Essential

- Substantial general/senior management experience of successfully managing a property in a public-facing role
- Experience of successful operational management with evidence of improving commercial performance and achieving business development goals
- Experience of successfully managing a significant P&L account and delivering annual business plans
- Strong leadership and management skills, preferably with experience of managing multi-disciplinary teams including volunteers and consultants and working across boundaries.
- Track record of successfully working with a wide variety of stakeholders to achieve organisational aims and objectives

Desirable

- Experience of working with a non-executive Board
- Experience of Health & Safety and emergency procedures

ADDITIONAL INFORMATION

The Commercial and Development Director will join at an important time of change for HCPT and will be tasked with developing the organisation, its operations and visitor offer. With responsibility for increasing visitor numbers and income generation opportunities, the new Director will be crucial to developing the commercial strategy which will take the organisation on the next stage of its journey.

Providing inspirational and creative leadership to the staff and volunteer team, the Commercial and Development Director will be strong operationally, have good communication skills to advocate for the Trust externally, develop new partnerships and seize opportunities for attracting new funds to enhance what Hartlebury Castle can deliver to its visitors.

Candidates for this role need the energy, determination, commercial skills and empathy with Hartlebury Castle and its heritage, to take on this role and lead the change which will ensure a sustainable future for the organisation, its visitors, staff and volunteers alike.

Hours of work: This is a full time (five days per week) fixed term position. This will include regular weekend/evening working and flexibility will be required.

Access to site: The post-holder will be required to have access to own transport and a full driving licence.



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