

Overall purpose of the role

This Cathedral receives no government funding, and very limited funding from the central church, so relies on its own endeavours to finance its important charitable and religious activities, and to maintain the historic assets.

The Commercial Director will lead a dedicated team of staff and volunteers to provide a compelling visitor offer and professionally-managed events within the Cathedral, balancing the need to attain challenging targets for income-generation, with the provision of charitable and missional work, all to high quality standards.

The Commercial Director will develop and deliver plans, in line with the recently published Cathedral Strategy, that will enable the Cathedral to grow existing, and potentially new, income streams and meet the needs of its current and future communities; enabling them to thrive.

Detailed role description

1. Develop and strengthen the offer extended to visitors to Chester, increasing footfall into the Cathedral and encouraging donations and sales in order to meet challenging targets for income-generation. (Develop even stronger focus on the Cathedral within the city).
2. Ensure visitors receive the best possible consistent experience, assessing performance and reporting regularly to the leadership team.
3. Lead and motivate a large team of staff and develop a team of volunteers with skills relevant to the task, in order to deliver the cathedral's strategic objectives to the highest possible standard.
4. Work closely with the Refectory Manager on use of Refectory in relation to catering for events and use of the Chapter House and other spaces for fine dining.
5. Work with the Director of Communications to develop a programme of marketing and promotions, inspiring interpretation and high impact signage.
6. Develop a programme of marketing and communications with both national and international tour companies and local companies and organisations to encourage group visits.
7. Develop a rolling programme of exhibitions (in conjunction with the Canon Missioner) and events that meet the charitable and religious aims of the cathedral whilst generating footfall, interest and meeting financial targets.
8. Work as part of the senior leadership team of the cathedral to deliver strategic aims, support the work of colleagues and undertake any other reasonable tasks or projects as may be required.
9. Attend and participate in a range of governance and management meetings and working groups, including regular attendance, and reporting at the monthly Chapter (governing body) meetings and regular meetings with the wider Cathedral community.
10. Manage the commercial budgets and forecasts and report as necessary.

11. Implement policies and procedures of Chapter and decisions of the Leadership Team, as they may affect the responsibilities of this job description.
12. This role will include the management or oversight of regular and routine activities for children and vulnerable adults and therefore it will be subject to DBS clearance.
13. The post-holder will play a key role in the implementation of health and safety and safeguarding policies and will be responsible for undertaking any training required and ensuring that their team is also appropriately trained.

This is anticipated to be a full-time role.

Weekend and evening work will be required.

The post-holder will report to the Dean.

The direct reports of the role are:

- Diary and Events Manager
- Shop Manager
- Refectory Manager (third party service relationship management)
- Tourism and Events Assistant Manager

Other key relationships include:

- Executive Director
- Canon Precentor (special service and liturgical needs)
- Canon Missioner (education and music)
- Canon Diocesan (volunteers)

Salary will be in the region of £40,000 - £50,000 per annum depending on experience

Application Process

The closing date for applications is Friday 31st July

Applications should be made using the application form available on the cathedral website and should be accompanied by a covering letter. Application should be sent to Carolyn Bruce at Carolyn.bruce@chestercathedral.com or by hand/post to 9 Abbey Square, Chester CHI 2HU.

Person Specification

	Essential
High energy with the ability and drive to make things happen.	<input type="checkbox"/>
Experience of initiating and delivering significant tourism or heritage projects and large-scale events.	<input type="checkbox"/>
Experience of leading and motivating a large team of staff and volunteers to meet challenging targets.	<input type="checkbox"/>
Excellent verbal and written communication skills and the ability to prepare, present and discuss proposals and reports with a wide range of audiences.	<input type="checkbox"/>
A team player who operates collaboratively and effectively across a wide range of skills and specialisms to achieve objectives.	<input type="checkbox"/>
Good attention to detail and well organised.	<input type="checkbox"/>
Willingness to be flexible and 'can do'.	<input type="checkbox"/>
Comprehensive IT skills, including an interest in the use of new technologies within historic environments.	<input type="checkbox"/>
Works well under pressure and able to work to tight deadlines.	<input type="checkbox"/>
Experience of managing large budgets	<input type="checkbox"/>
Understands the moral and ethical constraints and requirements of working within a faith organisation and is comfortable working in a Church of England context.	<input type="checkbox"/>
Sympathetic towards and supports the mission and values of the Cathedral.	<input type="checkbox"/>
A charismatic personality and good sense of humour with excellent communication skills	<input type="checkbox"/>