

JOB DESCRIPTION

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| POSITION | Head of Commercial |
| REPORTS TO | Chief Executive |
| DEPARTMENT | Commercial |
| DIRECT REPORTS | Senior Events Manager, Catering Development Manager |
| CONTRACT | Permanent |

VISION, MISSION AND VALUES

Our Vision

A Scotland where all people feel empowered through learning and engagement with science to make positive differences in their lives, their communities and to society as a whole.

Our Mission

We want to inspire everyone to explore and understand the world around them and to discover and enjoy science.

Our Values

Are at the heart of our business and underpin all that we do. They define who we are, how we work, what we believe in and stand for.

- **We strive for excellence** to be the best we can be to make a positive impact on society.
- **We are inclusive** and want to make GSC a welcoming, respectful and supportive community for everybody.
- **We innovate** by being proactive, inquisitive and always ready to learn and improve.
- **We collaborate** to build relationships with our community to empower and support lifelong learning together

ROLE PURPOSE

Working across the organisation, to take lead responsibility for development, planning, programming, marketing and delivery of an extensive range of creative, innovative and high quality commercial products/activities throughout the year (day and night) to achieve the following key aims for GSC:

- maximising financial return;
- increasing the size and diversity of our audience base;
- raising our profile within the City and beyond;
- promoting the delivery of our mission; and
- delivering our 5 Star Customer Service promise

This will involve both the ongoing development/enhancement of GSC's existing suite of commercial product/activities and the creation of a range of new commercial products/activities to significantly expand current levels of activity.

KEY RESPONSIBILITIES

- Together with the CEO, Directors and Executive Team develop, share and deliver the vision, mission, values and strategic priorities of GSC.
- Working across the organization to initiate, research, develop, design, plan, programme, market and deliver an extensive range of innovative and high-quality commercial products/activities, both existing and new, to maximize the financial return to GSC, increase our audience base and profile, promote the delivery of our mission and delivery of our 5 Star Customer Service promise.
- Work with the Head of Communications to develop and deliver appropriate communication/marketing strategies including pricing for all existing and new commercial products/activities to attract the required audience levels to ensure the targets for financial return are achieved.
- Work with the Head of Operations to develop appropriate business model/staffing levels for the delivery of all commercial products/activities across the organization including product/activity familiarization with relevant deliverers to ensure targets for financial return and customer satisfaction are achieved.
- Whenever possible, in the development and delivery of commercial products/activities, to work with the Director of Experience Development to embed GSC's science mission within these products/activities.

- To assist 'in house' product/activity deliverers throughout the organization with delivery (when required) to ensure that a 5* customer service is achieved for all audiences.
- Working with the CEO, Directors and Executive Team, agree an Operational Plan and budget on an annual basis including income and expenditure targets for inclusion within the overall Corporate Plan to be approved by the GSC Board and be responsible for the delivery of the operating targets and budget.
- Lead and line manage the Events and Catering teams in developing products/activities to attract third parties to host events at GSC including the design, development and delivery of events to ensure that a 5* customer service is delivered to all clients (and their guests).
- Working with the Executive Team, lead on the delivery of GSC's "in house" programme of commercial/products events.
- Work with the Head of Communications to develop and roll out a product/activity evaluation programme to monitor the success and impact of all products/activities in all areas in meeting the targets for financial return, customer satisfaction, profile raising and mission impact.
- To provide a framework by which the Commercial Department can effectively communicate both internally, inter-departmentally and externally.
- To implement the GSC 5-star Customer Service promise. Offer a fun, safe and welcoming experience to all customers.
- To work within the guidelines of GSC's health and safety policy and procedures
- To ensure adherence to all GSC HR policies and procedures.
- To carry out other reasonable duties / tasks as required, delivering, and meeting the objectives of your Team and Glasgow Science Centre.

PERSON SPECIFICATION

| Qualifications, Skills, Experience and Knowledge | Essential | Desirable |
|---|-----------|-----------|
| Degree level qualification or relevant experience | X | |
| Leadership and management experience | X | |
| Project management experience | X | |

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| Budgetary management and commercial awareness | X | |
| Excellent interpersonal and communication skills | X | |
| Excellent organisational skills | X | |
| Understanding of event industry trends and technologies | X | |
| Experience working in a charitable or equivalent environment | | X |
| Marketing and communications knowledge | | X |
| Strong ICT skills | | X |

Personal Qualities

- A passion for excellence, creativity and innovation.
- A generator of new ideas.
- A leader with the ability to work collaboratively as part of a team as well as independently.
- Ability to make decisions and take the initiative.
- Ability to react to changing priorities in a fast paced dynamic work environment
- Ability to manage a complex and varied workload to tight deadlines.
- Ability to analyse information quickly, methodically and efficiently.
- Good attention to detail and accuracy.
- Commitment to GSC's mission and values.
- Results driven.
- Availability and willingness to work extended hours, including nights, weekends, holidays and be on call if necessary.