



ROLE PROFILE

Job Title:	Commercial Sales Manager
Location:	Mary Rose Museum, Portsmouth
Line Manager:	Chief Operating Officer
Line Manager to:	Retail Manager, Welcome Team Leader, Commercial/Events Team Leader
Key relationships:	Visitor Business Development Manager, Baxterstorey, Portsmouth Naval Base Property Trust.

Purpose of role:

The Commercial Sales Manager is accountable for the Commercial Sales activities within the Mary Rose Trust including the Visitor Welcome (currently Porters Lodge), the Retail Shop, the Mary Rose Café and Corporate Events.

The aim of the role is to deliver profitable revenue for the Mary Rose Trust and maximise opportunities to grow revenue and commercial activities.

Working with the Visitor Business Development Manager they will help deliver the Hard and Harbour Resort Domination strategy. They will also work closely with Baxterstorey and the Portsmouth Naval Base Property Trust in relation to the Mary Rose Café and events.

Main Responsibilities:

- Work with Chief Operating Officer to set and deliver stretching financial budgets, analysing performance and maximising sales and yield across public ticket sales.
- Work with the Retail Manager to ensure the Mary Rose Shop is delivering its budget and managing its stock efficiently.
- Work with Welcome Team Leader to ensure that high levels of customer satisfaction is delivered, including appropriate pre visit information and post visit surveys.
- Work with Events Team Leader to deliver any existing agreed events and sell and manage a limited number of highly profitable corporate events.
- Work with the Visitor Business Development Manager to deliver Resort Domination plan with specific concentration on the Hard, the Harbour and Gunwharf Quays.
- Represent Mary Rose Trust and manage through Baxterstorey the Mary Rose Café.
- Ensure cost effective & efficient delivery of Retail, Café, Events and Welcome.
- Be accountable for the leadership and management of staff and volunteers under direct control, setting and monitoring personal objectives that achieve the strategic

objectives of Mary Rose Trust. Promote and uphold the cultural values and behaviours required by the Trust.

- Ensure compliance with all statutory and legal requirements.
- Represent the Trust with external stakeholders as role demands, including external ticketing and marketing partnerships and contacts within Portsmouth Historic Dockyard.
- To deliver the commercial strategy across retail, catering, corporate events and welcome.
- To manage commercial budgets effectively.
- To evaluate and review all activity on a weekly/monthly basis, adjusting activity to ensure that desired sales and yield are achieved.
- To work closely with Visitor Business Development Manager to deliver Resort Domination concentrating on the Hard, the Harbour and Gunwharf Quays.
- To work with Retail manager in order to deliver reduction in slow moving stock and increase in profitable revenue from the shop and online shop.

Other duties

To undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation. The post holder must be prepared to work regular weekend and bank holiday days, as these are the busiest times for the Mary Rose Operation, as well as occasional evening work.

Person Specification:

1. Essential qualifications

- At least A level educated, degree qualification desirable.

2. Experience

Essential

- Minimum of 5 years' experience of Sales Management
- Minimum of 3 years' experience of leadership role.
- Track record of managing commercial businesses in either retail or event sector.
- Evidence of inspiring teams to deliver exceptional customer service.
- Evidence of managing commercial operations efficiently & cost effectively.
- Experience of working effectively with multifunctional teams.
- Experience of managing staff and operating budgets of up to £500K
- Ability to analyse business data and draw evidenced conclusions for implementation.
- Managing operational risk & compliance.

3. Skills

Essential

- Results focussed, analytical and numerate.
- Negotiation and persuasion skills.

- Strong team working, team building and motivational skills, empathy and people focus.
- Excellent written and verbal communication skills.
- Skilled in getting the best out of multifunctional teams.
- Ability to juggle multiple priorities calmly & effectively.
- Innovative, lateral thinker.
- Customer and audience focussed.
- IT, digital/social literate.
- Experience of coaching and developing staff.
- Strong self-awareness and commitment to ongoing personal development.

4. Knowledge

Essential

- Clear understanding of what makes a world class commercial visitor experience and what generates high secondary spends.
- Clear understanding of the Retail industry.
- Legal compliance, health and safety and risk management. requirements, GDPR and systems.
- Understanding of dynamics of the attraction ticketing sector.
- Knowledge of corporate events business.
- Experience of budgeting, and working to targets.

This is a description of the job as it is at present constituted. Employees' job descriptions may be examined by management at any time to either ensure that they relate to the job currently being performed, or to incorporate proposed changes. Management reserves the right to change a job description after consultation with the employees concerned. The aim will be to reach agreement to reasonable changes consistent with the employee's band and status.

Note: This role is subject to a basic Disclosure and Barring Service (DBS) check as part of Naval Base Security Clearance. Due to the Nature of our location, it is a Ministry of Defense mandatory requirement in the interest of Dockyard security that anyone working with Portsmouth Navy Base either must be a UK resident or have had continuous residency in the UK for at least three years to be eligible to apply for permanent site security pass. Please note that security checks for non-UK nationals can take up to six months.