

Commercial Manager

Dovecot Studios

Location:	Edinburgh
Salary:	From £22,000
Reports to:	Head of Commercial & Operations
Full time:	40 hours per week excluding breaks
Days:	Flexible rota shifts, incl. evenings and weekends
Pension:	Dovecot operates a group pension scheme
Annual Holidays:	28 days + 9 bank holidays pro rata
Deadline:	Once position is filled

ROLE:

The Commercial Manager is responsible for managing Dovecot's visitor experience including ticketing, retail, public events and building operations. The role supports the Head of Commercial and Operations to expand our public offer and to maximise income generation to support the world-renowned Dovecot Tapestry Studio. Combining a passion for customer service and an ambitious entrepreneurial outlook with an understanding of how to apply selling skills to drive sales and meet KPI's, you will be a team player with excellent organisational and communications skills.

MAIN DUTIES AND RESPONSIBILITIES:

The post holder is required to work flexibly to ensure business needs are met. Usual hours are 9am – 6pm on a rota across a seven day week, with occasional evening and Sunday-opening for events such as Edinburgh Festival.

- Lead and manage the Front of House (FOH) commercial and volunteer team, including Retail Coordinator, Commercial Buildings Office and FOH Officer ensuring there is a professional and friendly visitor experience at all times.
- Manage the ticketing, retail, public event and booking systems to ensure their effective and accurate use by all staff.
- Set daily, weekly and monthly targets with the Head of Commercial to meet annual budget, increase visitor footfall and conversion within Exhibitions, Retail, Public Programme and Café.
- Manage FOH rota ensuring adequate cover for customer service opening & closing times as well as other building and operational maintenance.
- Ensure FOH team are adhering to all HR and Health and Safety policies and procedures, reporting any issues immediately.
- Be responsible for the preparation, set-up and delivery of public events, talks, courses and workshops, liaising with the wider team as required.
- Drive and develop new and entrepreneurial activity, to increase sales, footfall and grow commercial business in ways that will drive margin and achieve targets.
- Build a good supportive relationship with Head of Commercial and the Management team and deputise for Head of Commercial in their absence.

Visitor Services & Operations:

- Contribute to and implement audience development plans to grow engagement and footfall.
- Train and develop the FOH team to ensure they deliver excellent customer service and communicate the activities of Dovecot to all audiences.

- Ensure outstanding presentation and visual merchandising standards are maintained at all times.
- Recommend and facilitate training for FOH team e.g. First Aid, fire safety, security, GDPR and any other essential training.
- Responsible for FOH daily building management; conducting weekly fire alarm tests, manage and conduct daily building walk rounds, ensuring all fire escape routes are clear
- Monitor cleanliness and state of repair of public areas, reporting maintenance issues and helping to facilitate maintenance visits.
- Monitor access to the building and safeguard the exhibition displays during events.
- Alarm and de-alarm the building as necessary to ensure the safety of Dovecot property.
- Ensure FOH team are managing recycling collections and special waste uplifts for the building.
- Act as an Emergency First Aider.

Commercial Revenue and Performance targets:

- Manage opening, closing and cashing up correctly, ensuring all staff and volunteers adhere to cash handling and till procedures and that paperwork for each day is completed correctly, including targets for the next day and a comprehensive handover.
- Understand daily, weekly and monthly targets, clearly identifying what this means in terms of sales, profitability, costs and staffing levels, and communicate effectively to FOH team.
- Manage and analyse ticketing, retail and footfall data, capture information accurately i.e. hourly, daily and weekly bookings and feedback, to recognise trends and use for future planning.
- Contribute to and implement Dovecot retail strategy, ensuring the planning, ordering, and merchandising of the retail area is kept to a high standard.
- Carry out annual performance reviews with FOH team in order to manage and motivate individuals to achieve strategic targets as well as providing clear direction and support.
- Review FOH team performance regularly, providing immediate feedback (both positive and development) in order to recognise achievements and develop skills.
- Identify and proactively manage any poor performance issues using appropriate company policy.
- Support Marketing & Communications Manager with social media and database administration and ensure commercial sales objectives are met through relevant marketing initiatives, including ticket deals and promotions with preferred partners.
- Work closely with the Head of Commercial in managing the budget and targets to achieve sales.

General

- Undertake word processing, compile spreadsheets and presentations, use email, internet and data input where required.
- Support the Head of Commercial with general administration including the maintenance of, and compliance with all Dovecot systems such as finance, security, buildings, maintenance and ICT.
- Undertake such other duties as may be reasonably required to ensure the smooth day-to-day operations of Dovecot.
- Be one of the emergency points of contact for the Dovecot building – Monday to Sunday 24/7.

This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of Dovecot. This job description may be reviewed and updated annually.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

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Person Specification		
	Essential	Desirable
Skills/Abilities	<p>Excellent proven people management, organisational and supervisory skills.</p> <p>Ability to deliver commercial sales targets for activities such as tickets, retail and events, preferably in the museum and gallery sector.</p> <p>Exceptional customer service approach; friendly, confident and professional manner.</p> <p>Target driven and numerate with excellent sales skills and experience of ticketing box office and/or Epos retail systems.</p> <p>Microsoft Office including Word, Excel, Outlook.</p> <p>Ability to plan ahead, identifying risks and contingencies, to ensure the professional set-up and delivery of visitor events and services.</p>	<p>Effective interpersonal skills to deal tactfully and effectively with a range of visitors, including VIP guests.</p> <p>Adobe Creative Suite including Photoshop.</p> <p>Self-motivated with excellent time management and administrative skills.</p> <p>The ability to work quickly and accurately under pressure and to meet deadlines.</p> <p>Gallery invigilation experience.</p>
Knowledge	<p>An understanding of personal and collective responsibility with regard to Security and Health & Safety regulations and procedures</p> <p>Commitment to equality and diversity.</p>	<p>A knowledge of modern art, craft and design, especially in a museum or heritage context.</p>
Qualifications and training		<p>First aid and/or health and safety trained.</p> <p>IOSH qualification</p> <p>Educated to degree level in a relevant subject, or equivalent experience.</p>
Experience	<p>Customer service and sales experience in a target-led environment, ideally in retail, hospitality or gallery environment.</p> <p>Responsibility for operations or facilities maintenance</p> <p>Cash handling responsibility.</p>	<p>Recruiting and managing volunteers.</p> <p>Managing a budget.</p> <p>A team player.</p>
Other requirements	<p>A flexible and adaptable approach to working hours that will include some evening and weekend work.</p> <p>UK residency and work permit</p>	<p>Creative and commercial outlook.</p>