



Job Description

Commercial Manager

Salary: £30 - £35k plus potential performance bonus incentives

Role: Permanent, full time

We are a Trust Port, which means that all revenue generated is reinvested back into the harbour to continually improve our facilities and operation, ensuring that we can always offer the best possible experience for mooring holders and visitors alike. The Harbour is managed by a Board of Commissioners and operated by a dedicated, full time, team of harbour staff who are always on hand during daylight hours, winter and summer, to offer their professional assistance and advice. Saundersfoot Harbour Board of Commissioners and the Executive team have led a substantial investment strategy to develop the existing harbour facilities into the **Wales International Coastal Centre**. We now require a senior member of staff to join our skilled team in supporting our Chief Executive through both the development and on-going operation of the harbour.

Primary Responsibilities:

- An initial focus of the role will be to ensure budgetary, grant, and audit targets are achieved, and accurately reported, throughout the development phases
- Assist in development and implementation of the overall business strategy
- Oversee new, and existing, commercial properties' tenancy agreements and liaise with tenants
- Promotion of the Trust Port as **Wales International Coastal Centre**
- Delivery of Harbour events and liaison with 3rd party Harbour and village event organisers
- Develop business opportunities and collaborations; build on existing relationships and partnerships within commercial, private, public and voluntary sectors this will include undertaking public consultations and presentations
- Managing and motivating staff (refer to organisational structure diagram)
- Deputising, as required, for the Chief Executive

Duties:

The post holder will be part of the management team leading the Trust Port's growth to establish and promote it as a **National and International Coastal Centre of Excellence**. Duties will include:

- Ensuring budgetary and audit targets are achieved, and accurately reported, throughout both the development and on-going operational phases and assisting in identifying, and submitting, future grant funding applications
- Attracting new tourism sectors to the region; expanding the seasonal offer to enhance the commercial viability of the Trust Port
- Managing set up, and operation, of the Marine Contact Centre, Interpretation Centre, and Information Centre so they meet timescale, quality and budget plans
- Identifying seasonal trends and market opportunities to expand the existing services on offer and maximise the potential of retail, accommodation, commercial, visitor and interpretation centre developments
- Promoting and enhancing both the Trust Port's business interests and awareness of its operation and developments as **Wales International Coastal Centre**, and as an event venue
- Ensuring the Trust Port's web profile is dynamic, current and reflects the on-going growth
- Engaging with senior decision makers in the tourism, private, public and commercial sectors
- Managing the existing Harbour Festival and any new Trust Port events/ activities. Will also act as liaison between 3rd party event organisers and the Harbour team, ensuring coordination of all events and facilities required
- Initiating market research campaigns to identify the Trust Port's annual performance and implement initiatives based on the findings
- Accurately maintaining and developing client databases for marketing campaigns, press releases, the website and social media
- Ensuring that the Trust Port maximises its development opportunities in line with Welsh Government strategic Cross Cutting Themes; therefore the post will act as a CCT Champion for the Trust Port

Qualifications:

Candidates should hold a related Degree/ membership of professional body, or relevant professional management qualification. Appropriate equivalent experience would also be considered (if you are unsure as to whether or not your experience and qualifications are relevant for this position then please contact us to discuss this 01834 812094 ext 3

Experience:

The ideal candidate will have strong commercial skills and be able to show they can meet annual performance and financial targets as well as being proficient in monitoring and improving business performance. A strong communicator they would evidence successful business development results, combined with marketing experience. We are looking for someone with the proven ability to lead, motivate and inspire staff to deliver performance targets while also showing a sound knowledge of human resource issues in equality, diversity. **The enclosed organisation chart indicates areas of responsibility.**

A multidisciplinary background would be an advantage and candidates who can demonstrate both experience and success in one or more of the following would be at an advantage.

- Successful collaborative working with external organisations across the public, private and community sectors particularly in public exhibition/interpretation public information portals /tourist information and event programs
- Managing commercial premises/commercial sales
- Developing new market opportunities /online resources/ social media
- Submitting grant funding applications; managing grant funded projects

Competencies:

- The ability to inspire, develop and motivate staff through initiative, influencing and delegation skills while setting and achieving high performance standards and common objectives
- Excellent communication and interpersonal skills and the ability to liaise and build relationships with key stakeholders and partners as well as the internal delivery team
- Strong IT skills including the ability to create PowerPoint presentations and the capability of updating and producing marketing and communication materials based on our brand identity
- Strong organisational and financial skills, commercial awareness, procurement best practice, evidence of successful budget and performance management including the ability to critically evaluate current performance levels and identify opportunities, trends and areas for improvement
- An understanding of equality requirements within the workplace and delivery of impact assessments
- The ability to deliver health and wellbeing initiatives together with promotion of the Welsh Language, and an understanding of Welsh Language act
- A positive and enthusiastic hands-on approach to problem solving, decision making and the ability to remain calm and respond positively to challenging situations while managing multiple projects
- Self-starter, happy to work alone as well as part of a team with the ability to effectively prioritise and plan own workload and remain outcome orientated

Personal Qualities and Attributes: An understanding and commitment to equal opportunities; Clear understanding of Health and Safety and Risk Assessment processes; results oriented; self-motivated; ability to work under pressure; integrity; fairness and consistency; willing to learn new skills, where necessary, to effectively undertake the role. The role will include Welsh Language promotion.

Personal Circumstances:

The role will involve some evenings, weekend and bank holiday work and requires a flexible approach. It is envisaged the role will include travel to a variety of locations when delivering presentations/working with stakeholders, and for business development.

This job description is not intended to be exhaustive and in addition to these functions the post holder is required to carry out such other duties as may reasonably be required, provided it is within his/her competence and /or training will give that competence.