

ROLE PROFILE

Head of Commercial	
Reporting to:	CEO
<p>Role purpose:</p> <p>To develop, lead and manage commercial activities of the business supporting our company goals and objectives, aiming to accelerate growth.</p> <p>To develop and implement an innovative, growth focused commercial strategy, focusing on supporting existing business models and identifying emerging opportunities.</p> <p>To ensure that profitable business growth is accelerated, and that commercial success is achieved by managing the commercial and Revenue Management capabilities across the organisation.</p> <p>Conduct appropriate research and analysis to create business plans supporting commercial opportunities.</p>	
<p>Responsibilities</p> <ul style="list-style-type: none"> • Role model the values and behaviours of Cove UK: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness • Developing and implementing the commercial strategy for the business. • Understanding the value drivers of the business and identifying profitable commercial opportunities to grow revenue and market share. • Working closely with the Head of Sales to support a balanced business that considers all stakeholders (owners and holiday guests) • Reviewing existing products, services and markets to determine net contribution to the business • Undertaking analysis and producing business plans/recommendations (including all associated costs, risks and forecasted revenue for the business), to ensure that all business development opportunities (new products, services and markets) are optimised. • Championing and leading each new product or service development, from innovation through to successful implementation across each business function, to enable it to become a core part of the business. • Reviewing and assessing the potential to develop strategic partnerships with sector specialists • Collating and analysing business data pertaining to all commercial activities with a primary focus on developing Holiday Sales • Ensuring that all commercial activities meet or improve on budget, cost, volume and other KPIs in line with Cove UK's business objectives. • Manage the commercial team who act as business support for the on Park teams via the management of pricing and third party supplier relationships 	

<p>Progression in role:</p> <p>Entry</p> <ul style="list-style-type: none"> • Leadership experience of teams 	<p>Training for role</p> <p>Company orientation and induction</p>
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<ul style="list-style-type: none"> • Significant experience of Commercial & Revenue Management preferably in the Hospitality Sector • Able to role model the Company values and behaviours and instil them into the team • Able to motivate team and individuals • Good spoken and written English • Personable and presentable • Strong interpersonal skills • Good communicator who is strong-willed and resilient • Able to work within a team environment • Able to work flexibly • Computer literate • Experience in handling team concerns and issues 	<p>General health and safety Fire safety H&S Risk assessments Cove Leader Selected S.E.T. modules Full understanding of Policies Manual Handling GDPR – E-Learning</p>
<p>Competent – three months</p> <ul style="list-style-type: none"> • Leader takes a 'hands on' approach to set the strategy for the business with specific goals and outcomes • Supports and delivers meetings and training sessions as required • Supports and mentors senior team • Has an excellent understanding of the overall commerciality of Cove • Has full understanding of compliance requirements for the business • Has built good relationships with other Heads of Departments/Directors • Has carried out a full review of the Holiday Sales and Owners operation for each Park and started to develop ongoing plans • Is fully conversant in all administration functions pertaining to Revenue and Commercial Management, with an understanding of Operations and Finance • Good working knowledge of future requirements for improving Holiday Sales 	<p>Selected S.E.T. modules Appraisals Performance Management and Disciplinary Absence Management Diversity and Inclusion Anti-Money Laundering</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Leader coaches and mentors senior team members regularly on commercial aspects of the business • Holiday Sales commercial plan for each relevant Park reviewed and implemented • Owner commercial plan and pitch development plans reviewed and implemented • Manages revenue targets with support from Finance 	<p>Coaching and mentoring Budgets Selected S.E.T. modules</p>

<ul style="list-style-type: none"> • Research new business opportunities and new product development ongoing 	
<p>Excellence</p> <ul style="list-style-type: none"> • As part of personal development if appropriate shadows other HoDs or Directors 	<p>Delivers regular training to managers on revenue management</p>
<p>Key measures</p> <p>Budget YOY Growth New product development</p>	