

JOB DESCRIPTION

JOB OVERVIEW

JOB TITLE	Commercial Director
LOCATION	Colchester with some flexibility of location in north east Essex and home working
REPORTS TO	Chief Executive Officer

In conjunction with the Chief Executive the Commercial Director is responsible for overall delivery of Commercial strategies and performance across the Retail, Lottery and Commercial Cleaning businesses, in addition to the Marketing function, with a potential to also take on responsibility for Fundraising operations. Full decision making and budget responsibility at directorate level. Core attendees at Commercially-focused Board meetings. Core member of Commercial & Professional Services Senior Leadership Team meetings.

KEY WORKING RELATIONSHIPS

<ul style="list-style-type: none"> • Chief Executive • Associate Directors of Retail, Lottery and Cleaning trading businesses • Wider Senior Leadership Team • Board of Trustees • St Helena Trading Limited Board (SHTL) • Income generation and fundraising teams • Marketing team • Finance team • Associate Director Digital and Information 	<ul style="list-style-type: none"> • Professional Services • Commercial partners/franchisors • Charity partners • Funders and investors • B2B and B2C customers • Counterparts in other hospices and local health system • Gambling Commission • Fundraising Regulator
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KEY PRIORITIES

<ul style="list-style-type: none"> • Lead the development and delivery of commercial operations and business development for the group ensuring sustainable income growth that delivers the organisation’s charitable and strategic objectives. • Provide advice to the Chief Executive, Senior Leadership Team, SHTL Board and Board of Trustees on all strategic commercial, business development, and business innovation matters. • Lead the non-care trading activities and businesses within the group – currently Retail, Lottery & Commercial Cleaning businesses. • Develop and deliver new business opportunities and ventures, including investment cases, and commercial analysis. • Lead the brand and marketing strategy for the charity and group and ensure its effective implementation. • Lead the development of the commercial growth plan and ensure commercial teams develop budgets and business plans that deliver agreed objectives and income targets. • Provide guidance, support and mentoring to Associate Directors of Retail, Lottery and Cleaning trading businesses (this roles direct reports) • Be an engaged and active participant in the Senior Leadership Team in relation to corporate leadership and the wider life and values of the organisation.
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DUTIES & RESPONSIBILITIES

Strategic

- To work with the Chief Executive, Senior Leadership Team and departmental managers to prepare business plans and to provide the financial basis for long term multiyear planning.
- To manage and regularly update the charity's commercial strategy and business model/s.
- To work with the Finance Director to understand the profitability required from commercial businesses to help facilitate the charitable activities of the organisation and to deliver on these
- To act as the key advisor to the Chief Executive, trustees and staff for commercial activities and developments.

Corporate

- To be an engaged and active member of Senior Leadership Team and work cooperatively with colleagues to roll out group and charity-wide initiatives.
- To positively and professionally represent the organisation, Chief Executive and Senior Leadership Team internally and externally as required acting in the best interests of the charity.
- To forge positive working relationships with peers in partner organisations and with key stakeholders.
- To prepare and present papers to the charity and SHTL Boards as necessary.

Operational

- To ensure compliance with all relevant legal and regulatory requirements.
- To support the submission of timely and accurate statutory returns to all relevant bodies.
- To provide commercial leadership and support to capital projects and significant business developments.
- To deliver agreed net and gross income targets.
- To deliver agreed sales targets and ensure processes are in place to identify and follow up potential leads.
- To ensure the marketing team develop effective marketing and communications strategies.
- To ensure all commercial and support teams develop effective customer relationship management.
- To identify, develop, and deliver new business opportunities and ventures.

Managerial

- To ensure the recruitment and effective performance management of income generation and trading departments' staff, including regular supervision, coaching, appraisal, training, and development in line with agreed policies.
- To work within the charity's operational framework of delegated authorities, financial management and decision making.
- To tender, procure and manage contractors, consultants or advisors required and ensure they deliver timely, high quality and cost effective work.
- To review regularly ongoing contracts to ensure the trading arms receive cost effective and high quality services.
- To develop business development and innovation skills and awareness within the wider organisation.

General

- To promote and support the achievement of the charity's mission, goals and values as set out in the strategic guidelines.
- To act as a positive ambassador for the charity at all times.

- To maintain a high standard of probity in professional, human resource and financial matters, maintaining good relations with colleagues and external partners and to act in accordance with the charity's code of conduct.
- To uphold and promote equality and diversity and the value of lived experience.
- To have due regard to safeguarding and health and safety issues.
- To undertake any other duties as may reasonably be required.

This job description is not contractual and is liable to change over time.

GENERAL - Applicable to all roles at St Helena

All of the above activities are governed by the operational policies, Standing Financial Instructions, policies and procedures and standards of St Helena as well as legislation and professional standards and guidelines.

All employees must comply with St Helena's Equal Opportunity Policy and must not discriminate on the grounds of sex, colour, race, ethnic, or national origins, marital status, age, disability, sexual orientation or religious belief.

Employees have a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by St Helena. All staff have a responsibility to access occupational health, other staff support services and/or any relevant others in times of need and advice.

All employees have the right to work in an environment which is safe and to be protected from all forms of abuse, violence, harassment and undue stress. All employees are responsible for helping to ensure that individuals do not suffer harassment or bullying in any form. All employees will be personally accountable for their actions and behaviour in cases of complaint of harassment or bullying.

St Helena is a smoke free organisation. Smoking is not allowed in any St Helena premises. If you would like help to give up smoking you should contact your GP or call the NHS Stop Smoking Help Line.

St Helena is a charity and all staff are responsible to ensure that funds are spent in the most sustainable and efficient way. Staff may also be encouraged to join fundraising and other business-related activities to promote the charity's financial well-being.

PERSONAL DEVELOPMENT

Be aware of own development needs and take appropriate action. Keep updated of evidence based practice and government policies related to care. Act as an effective role model at all times.

PROFESSIONAL DUTIES

To maintain personal professional status, ensuring that the requirements laid down by the relevant professional body for registration are compliant.

Exercise professional accountability as guided by the relevant professional body and maintained in accordance with the policies of the department and St Helena.

ANNUAL APPRAISAL

The post holder will be appraised on an annual basis and the process will include a review of the past year's performance, setting of aims and objectives for the coming year and identification of educational needs.

TRAINING

All staff will undertake such training as is necessary to perform the duties allocated and any mandatory requirements of St Helena. This will include mandatory training in line with your job role.

QUALITY

St Helena aims towards maintaining the goodwill and confidence of its own staff and of the general public. To assist in achieving the objective it is essential that at all times, employees carry out their duties in a courteous and sympathetic manner.

CONFIDENTIALITY

Your attention is drawn to the confidential nature of information collected and used throughout the NHS. The unauthorised use or disclosure of patient, staff or other personal information is a dismissible offence. The unauthorised disclosure of information could also result in a prosecution for an offence, or action for civil damages, under GDPR.

SAFEGUARDING CHILDREN AND VULNERABLE ADULTS

All St Helena employees are required to act in such a way that at all times safeguards (and promotes) the health and well-being of children and vulnerable adults. Familiarisation with and adherence to St Helena safeguarding policies is an essential requirement of all employees as is participation in related mandatory/statutory training.

VALUES AND BEHAVIOURS

St Helena’s core values and behaviours will be embedded in our recruitment, training and development review and decision making process.

Bold	In an ever-changing world, we have the confidence and determination needed to innovate, stand out from the crowd and make a real difference every day.
Passionate	We love what we do and we are committed to our cause because it means everything to the people in our community who need our help.
Caring	People will always come first at St Helena. Everyone is welcome and everyone will be looked after as though they are a part of our extended family.

This job description is not an exhaustive document but is a reflection of the current position. Details and emphasis may change in line with service needs and after consultation with the post holder.

PERSON SPECIFICATION

ATTRIBUTE	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> Graduate in a relevant discipline. 	<ul style="list-style-type: none"> MBA or business degree.
Experience	<ul style="list-style-type: none"> A track record of operating effectively at a senior level in an organisation of a similar scale Experience of budget development and setting supporting financial and non-financial performance targets Experience of managing and leading organisational change, particularly with a growth agenda Exemplary leadership skills – demonstrating the importance of inclusion and managing through collaboration Experience of delivering sales and/or income growth targets in a regulated and/or pressurised operating environment Experience of negotiating, and managing partnership agreements and commercial contracts 	<ul style="list-style-type: none"> Experience of joint ventures Start-up experience B2B and B2C sales experience
Skills & Knowledge	<ul style="list-style-type: none"> Evidence of ability to operate at a senior level in more than one sector or industry. Proven ability in strategic thinking and problem solving Strong understanding of sales and marketing Commercially astute, with an ability to think analytically and focus on key issues Proven ability to work with other senior colleagues to develop and deliver corporate strategies Excellent planning and organisational skills including project planning, prioritisation and time management Excellent performance and people management skills Excellent ability to prepare and present accurate financial data, analytical reports and other documents Strong intellectual and critical analysis skills Leadership skills to motivate, guide and develop staff to achieve high performance in line with strategic goals and priorities 	<ul style="list-style-type: none"> Understanding of different financing and funding models and options <p>Entrepreneurial and creative</p>

ATTRIBUTE	ESSENTIAL	DESIRABLE
	<ul style="list-style-type: none"> • Hands on and visible in the organisation to support the need for change, development and growth of the charity • Strong IT skills and awareness of commercial applications of digital solutions 	
Communication	<ul style="list-style-type: none"> • Excellent communications skills with the ability to present internally and pitch to clients and external partners 	

	SIGNED	PRINT NAME	DATE
EMPLOYEE			