

Commercial Manager

The Commercial Manager develops and implements Sales Plans to deliver raised awareness and funding for the Trust. It is an executive role requiring both leadership and practical sales skills.

He/she needs experience in sales, the ability to collaborate closely with partners, press and colleagues, the ability to create effective customer relationships leading to repeat business, and excellent communication skills to liaise with all charter and public cruise markets.

Key responsibilities

1. Develop Annual Sales Plans for number, timing, type and pricing of charter, public standard and public special cruise offers, within the framework of the 3-year Business Plan set by the Board, working closely with the Marketing Manager, Sales Team and Finance Director.
2. Monitor and report on Sales and recommend adjustments to Plans, in-year and for the future.
3. Undertake and organise liaison with Businesses, Community Groups, Schools and Tourism Groups locally, and with Coach and Tour Operators nationally, to build long-term relationships leading to repeat charter business and regular public cruise bookings.
4. Liaise with local colleges, universities, tourism organisations, arts, music and heritage organisations to develop new sales propositions, including partnership ventures.
5. Review Terms & Conditions of all Bookings, to ensure these remain appropriate.
6. Liaise with Press, Media and PR agencies, and provide news feed to our website, to enable regular good news coverage.
7. Arrange up to 10 VIP cruises each season to help the business develop relationships that will further the development of the business.

The Commercial Manager is supported by the Bookings Administrator who handles all aspects of charter and public cruise bookings, and a VIP Cruises Co-ordinator. Our aim is also to recruit Officers to assist with sales liaison in our three key charter markets which have potential for long term relationships and repeat business (Community Groups, Business, Schools) and to provide support for Bookings in peak/holiday periods.

Background

The Commercial Manager is a member of the John Bunyan management team which is responsible for the John Bunyan Boat operation. The team meets monthly.

The Management Team is **responsible** for the legal conduct of the business, managing risk, approving appointments, and developing a rolling 3-year Business Plan with associated policies, procedures, budgets and implementation plans.

Management team members need to be able to make a consistent commitment to fulfil their Portfolios. Experience suggests this requires around 5 hours pw year round, plus time for meetings, development projects, season start-up and close-down activities. Each manager works with some crew members to share the workload, while retaining overall responsibility for their area of operations.