



COMMERCIAL OPERATIONS MANAGER

The Army Flying Museum at Middle Wallop in Hampshire tells the story of British Army Flying from the earliest attempts to conduct operations with gas filled balloons in the late 1800s to today's Army Air Corps which has operated with distinction around the world in a number of roles including combat operations in Iraq and Afghanistan.

We welcome about 30,000 visitors each year, a number that is steadily increasing. We have also recently received funding from the National Lottery Heritage Fund to significantly improve and develop the Museum and we reopened to the public on 01 April 2019. This is a critical time for the Museum and the Commercial Operations Manager will have a big part to play in its future success.

We are looking for a commercially astute, enthusiastic and practical person who is not afraid to hit the ground running to lead our Commercial Operations. This role covers a wide range of tasks and the line management of a number of different teams. This is a fantastic opportunity for someone with an aptitude for commercial activity to further their career and lead a department in a growing organisation.

SALARY: Up to £29,000 per annum, dependent on skills and experience

HOURS: 37.5 hours per week (normal working hours are Mon-Fri 08.45-16.45 but some evening and weekend work will be required).

CONTRACT: Permanent (subject to a 6 month probation period)

HOW TO APPLY

Applications consisting of a cover letter (max 2 pages) detailing your suitability for the role, details of two referees and a current CV should be emailed to chiefexecutive@armyflying.com or sent to:

Lucy Johnson, Chief Executive
Army Flying Museum, Middle Wallop, Stockbridge, Hampshire, SO20 8DY

Closing date for applications is midday on **Monday 10 June 2019**.

The Army Flying Museum welcomes applications from all sectors of society and follows a policy of non-discrimination on the basis of race, religion, colour, gender, age, nationality or disabilities.

The Army Flying Museum is a company limited by guarantee registered in England no. 2109510 and a registered charity no. 297897.



JOB DESCRIPTION: COMMERCIAL OPERATIONS MANAGER

Salary: Up to £29,000, dependant on skills and experience

Location: The Army Flying Museum, Middle Wallop, Stockbridge, Hampshire, SO20 8DY

Hours: 37.5 hours per week

Reporting to: Chief Executive

Responsible for: Marketing & Events Manager, Catering Manager and reception staff

Contract: Permanent (subject to a 6 month probation period)

Purpose of Role

The Commercial Manager's key responsibilities are:

- To ensure Museum commercial targets are met, including visitor numbers and ticket sales
- To manage all aspects of the Museum's commercial offer including the café, shop and events and ensure commercial viability
- To line manage the Marketing & Events Manager, Catering Manager and reception staff

The Commercial Operations Manager reports directly to the Chief Executive (CEO).

Job Description

COMMERCIAL ACTIVITIES

- Implementation of the Commercial strategy (including marketing, retail, catering, corporate activity and Membership scheme) to meet targets agreed in annual budget
- Developing new initiatives to increase income revenue
- Working with the Marketing Manager and Catering Manager to ensure budgets are maintained and profits maximised
- Ensure all opportunities are taken to increase awareness of Museum and generate income
- Preparation of regular written reports for colleagues and Trustees

BUSINESS DEVELOPMENT

- Agree sales targets with the CEO and put strategies in place to achieve them by maximising spend and profit per head
- Review existing product lines / offers / price points in the Café and Shop on a regular basis to ensure products remain competitive
- Produce regular product reports
- Work with the Marketing Manager in seeking ways to promote the Café, Shop and Museum

CATERING MANAGEMENT

- Work closely with the Catering Manager to monitor café performance, income and expenditure and that GP level is maintained
- Meet regularly with the Café team to monitor performance and achieve income targets
- Work with the Catering Manager to prepare cost effective functions menus and ensure that all corporate events are profitable

RETAIL MANAGEMENT

- Management of shop stock and the introduction of new stock to maximise sales
- Overall responsibility of the Museum's EPOS system (SBS / Digitickets) the updating of all tills
- Checking stock regularly and preparing for annual audit stock take
- Managing online orders and rectifying any errors

CORPORATE EVENTS

- Liaising with corporate booker and managing events
- Research new corporate clients and building new business relationships
- Responsible for achieving the corporate event income target
- Working with the Marketing Manager to deliver a full yearly public events programme
- Researching and developing new initiatives like helicopter flight days and military history trips

LINE MANAGEMENT

- Line management of the Catering Manager and Marketing Manager including conducting annual appraisals
- Line management of reception staff team, including conducting annual appraisals
- Rota management for reception cover throughout the year

CASH MANAGEMENT

- Weekly cashing up with the Accounts Manager
- Delegation of the weekly banking in Andover to the wardens
- Assisting with cash collections and preparation of banking sheets
- Ensure that adequate change is always available in Reception/Shop and in the Café

DEVELOPMENT PROJECT

- Sitting on the Project Board and being part of the Project Team
- Managing the ongoing implementation of the new branding for the Museum
- Working with the Outreach Officer and Learning Officer on the implementation of the Activity Plan (ongoing until mid-2021)

CUSTOMER SERVICE

- Serving visitors with excellent customer service and accurate cash handling
- Leading the reception team to deliver a consistently high standard of customer service
- Covering reception lunch breaks as necessary

GENERAL

- Undertake other activities as may be reasonably required
- Supervise office interns and volunteers where appropriate
- Help maintain excellent relationships with the Army Air Corps and other stakeholders
- Monitoring the cleanliness and material state of Conference Room, Café, kitchen and Reception/Shop

Person Specification

ESSENTIAL

- Graduate qualification or equivalent experience in Commercial Operations
- At least 3 years' experience in a similar role where you have delivered results (ie. commercial operations, catering management, retail management)
- Experience of staff line management
- High level of numeracy and experience of delivering work on tight budgets
- Experience of using an EPOS system (preferably SBS)
- Strong computer skills, including Word, Excel, Powerpoint & Outlook plus basic design skills
- Attention to detail and high level of accuracy
- Experience of working on own initiative
- Strong interpersonal skills, combined with enthusiasm and energy
- Interest in military and aviation heritage

DESIRABLE

- Experience within a cultural or charitable organisation
- Experience of using website content management systems, specifically Umbraco
- Knowledge of CRM systems, specifically WebCRM
- Experience of working with volunteers
- Awareness of issues relating to marketing of charitable, heritage and education sectors

Deadlines

- Applications to be received by: 12 noon, Monday 10 June 2019
- Notification by email for shortlisted applicants: Wednesday 12 June 2019
- Interviews: Tuesday 18 June 2019

Please indicate in your cover letter if you are not available for interview on that date.

We regret it is not always possible for us to let you know if you haven't got an interview. If you have not heard from us by Wednesday 12 June 2019 please assume your application has not been successful.

If you have a disability please let us know in your application. The Museum is committed to interview all disabled applicants who meet the minimum criteria for a job vacancy and to consider them on their abilities.

Terms & Conditions (extract – full T&Cs available on request)

Hours of work

This is a full-time, permanent position based on a 37.5 hour week. Some weekend or evening work will be required by prior arrangement. In that event the Museum does not pay overtime but time off in lieu may be given by prior agreement.

Annual leave

We offer 22 days annual leave to full-time employees, plus the 8 bank holidays. Wherever possible, holiday must be taken during the financial year it is earned: a maximum of 5 days may be carried over by prior agreement.

Notice period

Following the completion of a successful 6 month probation period, the postholder will be required to give 12 weeks' notice.

Pension

The Army Flying Museum is enrolled in the government's pension scheme.