

<b>JOB TITLE:</b>	Commercial Development Manager
<b>REPORTS TO:</b>	Chief Executive Officer
<b>LINE MANAGEMENT OF:</b>	Bar and Kitchen team Hires and Conferencing team
<b>AVERAGE HOURS PER WEEK:</b>	37 hours per week, on average. As a full-time manager, you will be expected to work the hours to fulfil the role.
<b>ANNUAL SALARY:</b>	£39,000

## 1. Context

Phoenix is Leicester’s independent cinema and art centre located in the heart of the city’s Cultural Quarter. A registered charity for over 35 years, Phoenix is the city’s home for film, moving image, and digital storytelling. Phoenix plays a key role in the cultural and creative landscape of Leicester, one of the UK’s most diverse and dynamic cities. As an accessible venue open to all, we curate unique cultural and creative experiences across film and art, bringing local, national and international work to our cinema screens and gallery, and we have a reputation for innovation and creativity.

Our Café Bar is a hub for many who live and work in city, as well as our cinema and gallery visitors, and many businesses and community organisations enjoy the welcoming, stimulating environment for conferencing, training, networking and social events.

Our award-winning £8.5M capital expansion – including expanded Café Bar, and new roof garden terrace with bar and events space – has created new opportunities for us since its completion in 2023, and Phoenix has become one of the most popular places to eat, drink and relax in the city, catering for a diverse range of people. Alongside this, we are developing a significant conferencing and hires business, and we aim to grow our Food and Beverage operation into a highly popular and profitable business with turnover exceeding £1M by the end of 2027/28.

## 2. Overview of the role

As a member of Phoenix’s senior management team, the Commercial Development Manager is responsible for identifying growth opportunities, developing strategic partnerships, and driving revenue expansion for Phoenix’s commercial business activities – Café Bar, F&B-led events, venue hire, and conferencing.

The role focuses on market analysis, business development, commercial strategy, strong team engagement, and relationship management to increase profitability and support long-term business objectives.

In your role as Phoenix's lead for commercial development, you will report quarterly to the Board of Trustees on progress in all matters related to the organisation's commercial business.

### 3. Main responsibilities

- **Business Development**
  - Identify and pursue new commercial opportunities, partnerships, and markets.
  - Develop strategies and products to expand the company's customer base and revenue streams, specifically through commercial sponsorship and hires & conferencing.
  - Lead negotiations with potential clients, partners, and stakeholders.
  - Prepare and present commercial proposals, tenders, and contracts.
- **Strategic Planning**
  - Support the development and implementation of Phoenix's commercial strategy.
  - Analyse market trends, competitor activity, and customer demand.
  - Identify risks and opportunities to improve business performance.
- **Client & Stakeholder Management**
  - Build and maintain strong relationships with key clients and partners.
  - Act as a key point of contact for commercial negotiations and agreements.
  - Collaborate with internal teams such as programme, marketing, operations, and finance.
- **Financial & Performance Management**
  - Monitor revenue performance against targets and identify areas for improvement.
  - Prepare forecasts, budgets, and commercial performance reports.
  - Ensure commercial agreements deliver profitability and value.
- **Project & Contract Management**
  - Oversee the development and execution of commercial agreements.
  - Ensure contracts align with company objectives and legal requirements.
  - Monitor project performance and ensure delivery of commercial commitments.

### 4. Additional Information

This job description outlines the main responsibilities of the role but is not intended to be an exhaustive list. The postholder may be required to undertake other duties appropriate to the level and nature of the position.

### 5. Qualifications, skills, knowledge and personal qualities

Requirements	Essential	Desirable
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>• Degree in Business, Finance, Marketing, or a related field.</li> <li>• Experience in commercial strategy or market expansion.</li> <li>• Knowledge of contract management and financial modelling.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in commercial strategy in a cultural organisation</li> </ul>
<b>Experience &amp; Achievement</b>	<ul style="list-style-type: none"> <li>• Successful track record of leading commercial development in an organisation that has a multi-faceted offer.</li> <li>• Proven experience in commercial management, business development, or strategic sales.</li> <li>• Proven experience managing contracts, tenders, or commercial agreements.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful track record of leading commercial development in a cultural organisation.</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Ability to effectively manage and develop staff.</li> <li>• Excellent planning and organising skills.</li> <li>• Proficient ICT skills (e.g. MS Office).</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and awareness of environmental practices to reduce the impact of a catering / hospitality function.</li> <li>• Knowledge of independent cinema and digital arts</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Enthusiasm to meet new challenges.</li> <li>• A passion for high quality customer service.</li> </ul>	<ul style="list-style-type: none"> <li>• An appreciation of independent cinema and digital arts.</li> </ul>

	<ul style="list-style-type: none"><li>• Ability to manage multiple priorities and personal workload whilst interacting effectively with colleagues.</li><li>• Excellent interpersonal communication skills.</li><li>• Ability to work independently and as part of a team.</li><li>• Ability to develop oneself, learning through personal practice from colleagues, partners and other sources.</li><li>• Able to work flexible hours to fulfil the role.</li><li>• Entrepreneurial drive to develop new income lines and offers.</li><li>• An advocate for equality and diversity.</li></ul>	
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