

JOB DESCRIPTION: HEAD OF COMMERCIAL SERVICES

LINE MANAGER:	CEO
HOURS:	Full time, 37 hours per week
LOCATION:	Home based with regular travel to the AD catchment areas across the UK & the Head Office in Loughborough
DIRECT REPORTS:	None

KEY RELATIONSHIPS

To maintain excellent relationships with:

- The Chief Executive, Director of Service Delivery and Director of Finance & Operations.
- Executive Leadership / Management Teams.
- AD Finance Department.
- Contractors, sponsors/consumers & Commissioners.
- All other related departments and sections within AD.
- Organisations & agencies concerned with formal partnerships and arrangements (ie sub-contracting).

SCOPE

As the Head of Commercial Services for Action Deafness, this role will be crucial in overseeing and managing various commercial aspects within the organisation with a specific emphasis on revenue, growth and income generation / diversification.

The role holder will have responsibility for identifying, delivering and achieving new business opportunities, partnerships and revenue streams for the charity, working closely with the Executive Leadership Team to support the delivery of our current strategic plan.

RESPONSIBILITIES AND DUTIES

Key responsibilities:

Business Development & Revenue Generation:

- Responsible for identifying new business opportunities, partnerships and revenue streams for the charity.
- To be responsible for research and market analysis to identify new business opportunities.
- Developing and implementing strategies to enhance income through commercial activities such as fundraising events, selling of services and corporate partnerships.
- To be responsible for the delivery of outcomes of allocated revenue targets as per annual business operating plan.

Financial Management:

- Managing budgets, targets / outcomes, financial planning and ensuring financial growth diversification and sustainability.
- Monitoring income and expenditure related to commercial ventures.
- Collaborating with the finance team to optimise financial performance, targets and outcomes.

Commercial Projects and Ventures:

- Overseeing projects related to fundraising campaigns, in conjunction with Fundraising Consultant, and other revenue-generating initiatives.

- Evaluating the feasibility of new projects and assessing their impact on the charity's mission.
- To develop and co-ordinate business projects, ensuring project delivery within the required timescales.

Stakeholder Engagement:

- Building and maintaining relationships with external partners, suppliers and sponsors.
- Engage with internal and external stakeholders to identify all new business opportunities.
- Collaborating with internal teams (such as marketing, communications and operations) to align commercial activities with the charity's overall goals.

Marketing and Branding:

- Promoting the charity's products, services and events.
- Enhancing the charity's brand through effective marketing and communication strategies.

Compliance and Legal Considerations:

- Ensuring that all commercial activities comply with legal and regulatory requirements.
- Managing contracts, licenses and agreements related to commercial ventures.

Impact Assessment:

- Measuring the success and impact of commercial initiatives.
- Reporting outcomes to ELT and stakeholders.

REQUIRED SKILLS, KNOWLEDGE, QUALIFICATIONS AND EXPERIENCE

- A strong commitment to the mission and values of Action Deafness as one of the leading Deaf-led Charities in the UK.
- An understanding of social impact.
- Proven experience in a similar role, either in private, statutory or voluntary sectors.
- Strong business and commercial acumen.
- Proven track record of income generation / revenue via business contracts / tenders.
- Experience of risk-taking and problem-solving in complex and competitive situations.
- Excellent communication and interpersonal skills, with the ability to build relationships with diverse stakeholders, funders, consumers and commissioners and experience of relationship management.
- Self-confidence and the ability to manage challenging situations.
- Proven experience of negotiating skills.
- Financial acumen and significant experience in budget management.
- Strong project management skills.
- Experience of developing new and innovative ideas for income diversification.
- IT literate, including the use of MS Office 365 (Word, Excel and Outlook) and MS Teams.
- Proficiency in using digital technology and software relevant to the role, such as project management software.
- Ability to work to tight deadlines and able to re-prioritise work with literal thinking and actioning.
- Strong organisational, time management and planning skills, with a commitment to self-management and continuous personal development.
- Flexible, professional and positive approach to multi-site working.
- Knowledge of Deaf culture, sign language and a willingness to learn BSL is desirable.

REQUIRED COMPETENCIES

Core Competences	Outcomes
<p>Self-Awareness and Management</p> <p><i>Definition:</i> Self-awareness is an understanding of your own emotions and how they impact on your own behaviour and/or the behaviour of others. It is also about understanding your own strengths and limitations.</p>	<ul style="list-style-type: none"> • Understand the need to be strong and positive in the face of adversity but also recognise areas of one's own weaknesses and when to seek guidance and support. • Seek feedback and consider it carefully. • Look for appropriate opportunities to improve areas of weakness. • Manage emotions so as to minimise negative impact on others. • Consider approach at meetings to suit needs of others, rather than own preferences. • Demonstrate critical reflections of own practice and behaviour by regularly seeking feedback from peers and managers. • Highly self-motivated and able to work under own initiative and direction, as well as under guidance, to achieve stated objectives within the necessary timescales.
<p>Relationship Building and Team Working</p> <p><i>Definition:</i> Building bonds with others to work collaboratively across organisational boundaries and using these to persuade or gain support to achieve positive outcomes and goals for Action Deafness.</p>	<ul style="list-style-type: none"> • Demonstrate collaborative team working through integrity and behaviours. • Demonstrate positive and constructive collaboration between colleagues to contribute towards a positive team-working environment. • Identify relationships that are not strong, meet the individual(s) concerned to establish why and initiate actions to build and enhance the relationship(s). • Challenge others with respect and courtesy. • Create new opportunities for individuals to work together, break down barriers that inhibit effective team working. Challenge others to do the same.
<p>Innovation and Flexibility</p> <p><i>Definition:</i> The ability to formulate new ideas or to adapt or use existing ideas in a new or unexpected way to solve problems, and to think ahead to spot or create opportunities and maximise them.</p>	<ul style="list-style-type: none"> • Innovate, be proactive and solution-minded. • Consider changes to own practices. • Respond to new ideas by discussing why they might work instead of telling others why they won't work. • Investigate options in depth, even when they are the ideas of others. • Work in a flexible and agile manner to meet the needs of managers, service users and colleagues.
<p>Leadership and Management</p> <p><i>Definition:</i> Leading, encouraging, inspiring and supporting others to develop confidence and capability to help them realise their full potential. Managing</p>	<ul style="list-style-type: none"> • Communicate and gain stakeholder commitment to AD's vision in accordance with the corporate strategy. • Provide positive leadership traits and able to inspire and influence stakeholders. • Demonstrate personal integrity whilst dealing with colleagues and stakeholders. • Able to actively listen and influence others. • Continuously seek and/or encourage others to seek opportunities for different and innovative approaches to addressing organisational problems and opportunities.

resources and holding others accountable.	<ul style="list-style-type: none">Ensures Health and Safety guidelines are adhered to, to mitigate risk.
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ADDITIONAL INFORMATION

- Full driving licence required.
- The role holder must maintain the appropriate standard of confidentiality and comply with Action Deafness's Rules, Policies and Procedures.
- Personal circumstances must allow the candidate to provide a flexible working pattern to ensure the smooth operation of the service including working out of core hours, weekends and public holidays.
- The role holder may require an acceptable enhanced DBS check for the duration of employment.
- This job description is not exhaustive and the role holder may be required to undertake any other duties as appropriate, and as reasonably required, to meet the changing needs of the service.
- This job description may be subject to change at the discretion of Action Deafness and in accordance with business developments. Any changes will be communicated to and consulted with the role holder appropriately.