

Head of Commercial

Specific Responsibilities

- Strategic lead for the development and implementation of WtY's commercial strategy according to WtY's vision and objectives aimed at accelerating growth.
- Use networking, collaboration, and market research/intelligence to analyse and create detailed plans on commercial opportunities for WtY to develop the business.
- Responsibility for securing corporate sponsorship deals for major WtY events such as the Tour de Yorkshire and a host of annual and seasonal events. Providing regular reports to the senior leadership team on progress and responsibility for ensuring all events are commercially successful.
- Understand the requirements of existing members to ensure their needs are being met and their experience is enhanced in line with developments in the sector.
- Lead on sourcing new members and partners and manage client relationships.
- Build and maintain profitable partnerships with key stakeholders and monitor performance of commercial activities using key metrics and prepare reports for senior management.
- To add value to WtY's delivery plan by seeking to maximise all commercial opportunities to increase and enhance partnership working across Yorkshire, promoting Yorkshire as a place to visit, live, work and study.
- Own and co-ordinate the allocation of commercial budgets, setting financial targets and budget development and monitoring for campaigns and projects and achieve associated revenue targets and best value.
- Lead a team which actively contributes and drives forward all WtY's income generation including promoting WtY's membership model.

- Provide effective leadership to a commercial team providing vision, support, and development opportunities.
- Represent WtY at events and act as WtY's strategic lead on commercial opportunities both locally, regionally, and nationally.
- Contribute to the development and management of the WtY brand, leading on adding value to all external facing sources using networking and collaboration opportunities.
- Maximise commercial opportunities for Welcome to Yorkshire to generate revenue to invest in future strategies.
- Effectively measure and evaluate all campaign activity to demonstrate ROI.
- To work with the wider WtY team to ensure commercial strategies are aligned and joined up across all WtY functional areas.
- Make recommendations to the senior leadership team on commercial opportunities to inform future strategies for WtY.
- Actively promote and display WtY team values and takes steps to install these behaviours with other members of the team.
- Support a culture of high-quality performance and continuous improvement to achieve excellent outcomes.
- Comply with GDPR regulations and all WtY policies.
- Carry out other duties as specified from time to time

Skills, Knowledge and Experience

- Demonstrable commercial awareness partnered with a strategic mindset; experience of developing and implementing commercial strategies aligned to business goals and strategic growth.
- Excellent leadership skills with examples of leading diverse teams with collaborative approaches to delivery quality outcomes for customers and being a role model to others using and developing teams and innovative ways of working.
- Excellent interpersonal skills to build and maintain effective working relationships with a wide range of people (external and internal to WtY), engaging in a collaborative and inclusive way.
- Demonstrable experience of building teams and promoting a culture of innovate and creative thinking.
- Proven experience in a commercial/sales environment, managing relationships with key clients.
- Possesses a high degree of personal integrity; is diplomatic, approachable, and respectful being open, honest, and responsive.
- Understanding that commercial and entrepreneurial acumen will always be increasingly expected and commitment to develop this.
- Evidence of professional/technical skills which relate to the tourism industry or to an associated field with transferrable skills.
- Demonstrable commitment to performance management and productivity to meet WtY priorities.
- Committed to and champions Diversity and Inclusion.

We are an equal opportunities employer and truly believe diverse, inclusive teams are the most successful teams. We particularly encourage applications from individuals who are from a BAME background who are currently under-represented within Welcome to Yorkshire.

Salary range £40,000 - £50,000 based on experience.

Closing date for applications is Friday 23rd April at 5pm.