

St Mary Redcliffe, Bristol
Job Pack
Commercial Manager

St Mary Redcliffe, Bristol

St Mary Redcliffe is an iconic church building of international significance, offering thousands of visitors a friendly welcome: but we are much more than that. We sum up who we are, and who we are becoming, in the following vision statement:

St Mary Redcliffe is singing the song of faith and justice

- as a thriving, inclusive Christian community
- as a welcoming, recognised heritage destination
- as a church that makes a difference in the parish and beyond
- all animated by a progressive and sustainable organisation.

(We don't talk as much about the last line but it's the engine which drives all the others and the Commercial Manager role is critical to that part of our aspirations.)

a thriving, inclusive Christian community

Over the twelve years of the current vicar the church has grown in number a lot. We now have over 100 children in our Sunday School as well as another 40 in the choir. We are a traditional church which means we wear robes and have choral music in our services. However, we are also radical in what we believe about God and Jesus and the church. As we say on the website: *The current generation of 'SMR' is a diverse community: old and young, rich and poor; Bristol-born and migrants to the city; Redcliffe through-and-through and newcomers to the church; diverse in ethnic background & cultural identity and in relationships & family circumstances; with varying levels of physical & mental health & ability and understanding of gender & expression of sexual identity.* We are all God's people, equally valued, equally loved and equally welcomed at SMR.

as a welcoming, recognised heritage destination

We already get thousands of visitors every year and the business plan for our major development project shows that growing to at least 150,000 in the first five years. Project 450 will see better café, shop, interpretation, exhibition spaces, and toilets; parts of the church opened to the public for the first time in a hundred years; and new education centre and events venues. We are expecting to put in a planning application towards the end of 2022. We have stories to tell – not least our involvement in the transatlantic trafficking of enslaved Africans – and treasures to share to help visitors learn about our history and to experience the good news of the Christian faith.

as a church that makes a difference in the parish and beyond

St Mary Redcliffe serves a parish that is one of the most deprived in the country: 784th out of 12307. In the Indices of Multiple Deprivation, the parish contains a ward in the top 1% nationwide for children living in households of poverty. It's not what people think of when SMR comes up in conversation. The Christian faith calls us to 'love our neighbour' in very practical ways. We now fund nine days a week of professional community development work and have recently taken over a shop unit on Redcliffe Hill in a Community Asset Transfer with the City Council to run as a community hub. During the pandemic we were nominated by the City Council as one of twelve 'anchor' points around the city and only two of those were churches.

all animated by a progressive and sustainable organisation

This is where you – and the rest of our fabulous staff team – come in. Without a strong, energetic, creative and committed team less of the above would happen: with a stronger team, we can make an even bigger difference. It is a small team and all the roles are full-on as Church of England churches

have to cover a huge breadth of roles and functions: not just acts of worship in church, or pastoral care of people, or visitor services, or community engagement; not just following all the legalities of running a charity (annual account for the Charity Commission) that works with children and vulnerable adults (safeguarding) in a historic building (health & safety); but also unusual requests like filming in church, conducting a religious wedding following a civil ceremony in another county and burying someone's ashes in the grave of a relative in a closed churchyard.

Commercial Manager post

The Commercial Manager is a new role at St Mary Redcliffe which has been created following a previously employed role of Visitor Services & Commercial Manager. The post-holder will join the Operations team and help to co-manage a new 'Visitor Services' department alongside the Heritage Development Manager.

The post-holder will be enthusiastic about supporting the organisation through an exciting period of change and strategic development, bringing their experience to support a diverse team of staff and volunteers.

We are looking for someone who understands the journey we are on as a parish church, community hub and heritage destination and who is enthusiastic about having a significant part to play.

It is important that the post-holder understands we are not necessarily aiming to constantly drive for more income. We are just as if not more interested in broadening our streams of income and our audiences as we seek to meet our ambition to be an inclusive, progressive and sustainable organisation.

Terms and Conditions

Title	Commercial Manager
Hours per week	30 hours to be worked over at least 4 days
Salary	FTE £34,628 per annum, pro-rata (full working week is 37.5 hours)
Post	Initially an 18 month fixed term contract with possibility for extension
Pension	Employer Contribution of 8%
Employer	St Mary Redcliffe Parochial Church Council (SMR PCC)
Annual Leave	25 days plus bank holidays, pro-rata
Flexibility	Flexible working is negotiable, however the needs of the organisation must be considered.
Other benefits	Small staff car park available on working days (first come first served) Tea and coffee provided in the parish office.

Role Purpose

The St Mary Redcliffe (SMR) team is changing and expanding and is heavily engaged in the ongoing work of a major facilities development project. The post-holder will oversee the developing commercial work of the church and support the incremental growth of visitor numbers, donations and diverse income streams in support of this development and the strategy needed to achieve this.

The Commercial Manager will be a strategic self-starter and will work closely with colleagues in the Operations team to secure and deliver a broad range of profitable events and support the catering and retail offers at site.

The Commercial Manager will help to lead a new 'Visitor Services' department and have the desire and ability to make a difference, as well as hold good organisational skills. Overseeing commercial income from the shop, café, private events, donations and building on the existing specialist tours and talks, they will look to maximise income generating opportunities and control overheads to achieve financial targets.

Alongside this, there is an ambition within the organisation for the new 'Visitor Services' department to develop a more strategic approach to our education offer, exploring what it means for St Mary Redcliffe to engage with a broad range of educational establishments.

The post holder will be required to act as a Duty Manager as required to help ensure successful delivery of the hospitality events programme, in partnership with Operational colleagues.

This will also be a diverse role, working in a new operational team delivering events and exhibitions alongside the church's core functions. This is a key role within a staff team at a church with an exciting future.

Key Relationships

SMR is a complex organisation, heavily reliant on diverse volunteers working in specialist teams and supported by a core team of professional staff, some of which are similarly new roles.

The key relationships in the staff team are:

- Head of Operations
- Heritage Development Manager
- Finance Manager
- Head Verger
- Visitor Services Coordinator

There are also volunteer roles associated with the commercial activity of the church. These include the volunteers who provide specialist tours, education visits, run the gift shop and support at events.

Although the café is currently closed, we are aiming to get this key offer back up and running later this year. The Commercial Manager will play an important role in overseeing and managing the day to day relationship with our third party business partner.

SMR plays an important role in the local community, with much of the focus coming from the community hub, who are also supported by an active team of volunteers and local residents.

Reporting Structure

This role will report to the Head of Operations.

The Commercial Manager will have line management responsibility for the Visitor Services Coordinator, a key role designed to support the objectives of the 'Visitor Services' department.

Key Responsibilities

Leadership & Finances

- With creativity, imagination and business acumen, increase the net profitability of the existing commercial activities at St Mary Redcliffe and identify new income streams for the organisation.
- Contribute to the achievement of bottom-line profit for St Mary Redcliffe by securing corporate and private event sales to ensure income targets are met.
- Balance the ambitions of the organisation with the available resource to help achieve our goal of being a progressive and sustainable organisation.
- Work with the Finance Manager to deliver regular reporting of profit and loss reports to identify and put into effect actions to mitigate losses and maximise profits.
- Create, implement and maintain an enquiry handling procedure in order to ensure that agreed conversion targets are met and to maximise revenue and profit.
- Develop and manage the gift shop and maximise the use of the current catering facilities meeting targets set on an annual basis.
- Contribute to the design of the new commercial areas as part of Project 450.
- Work with the St Mary Redcliffe team to support the marketing of events, tours, talks, retail and catering.
- Promote and facilitate travel trade and other group visits to St Mary Redcliffe; developing the group visits offer with operational colleagues.

Events Organisation

- To work with operational colleagues to ensure the smooth organisation and management of any events.
- Liaise with support staff to ensure timely and correct set up and delivery of operational aspects of events including lights, sound, staging etc.
- Handle enquiries from the public and from corporate clients for hire of the venue.
- Provide on-site management to ensure the correct delivery of events.
- Ensure, at all relevant times, a visible and accessible management presence throughout the venue in order to foster good relations and to provide support, advice and assistance to all customers and visitors.
- Be a key holder for the unlocking and locking up of the venue.

Health & Safety

- Be aware of Fire and Health and Safety regulations, Safeguarding, GDPR and Inclusivity policies and ensure that all volunteers are adequately and appropriately trained in all areas.
- Ensure the successful implementation of the organisations Health and Safety Policy.
- Practical understanding and knowledge of current Health and Safety legislation, Licensing regulations and Food Hygiene legislation and their application in the café and catering offer.

General

- With other staff/volunteers, correct and timely administration of all events from enquiry stage through to final financial settlement and customer feedback; including production of invoices and processing of banking in accordance with agreed standards, procedures and policy.
- The post holder will be expected to undertake training and development as appropriate and keep abreast of developments in his/her field of expertise.
- The post holder is expected to use their best judgement to make all necessary decisions, whilst deferring those that can wait to the Vicar or appropriate departmental manager.
- Build and maintain excellent relationships with stakeholders, both internally and externally.
- To attend regular manager meetings and contribute strategically to the wider direction of the organisation.

Person Specification

The following specification describes our ideal candidate; however, we recognise that people often have a variety of experiences that do not always match a job specification precisely. With that in mind, we would encourage anyone who feels they have the appropriate skills to succeed in this role to apply, even if they do not meet every point.

	Essential	Desirable
Qualifications and training	Experience in management	Formal business qualification Formal Health and Safety training to an intermediate standard, e.g. "Safety at Work"
Experience	People Management Experience in programme management, driving visitor numbers and commercial activity and events.	Experience of working in a heritage setting Experience of a multi-functional catering operation Experience in the leisure and hospitality sector including event management Experience of collecting and analysing customer feedback and wider market research Experience of working with profit and loss accounts Minimum one year's experience in sales Proven record of positive sales impact

		<p>Proven track record in financial performance</p> <p>Experience of staff management including training and development</p> <p>Experience in sales and marketing</p>
Technical skills and abilities	<p>Excellent verbal and written communication and numeracy skills</p> <p>Good IT skills, competent in all Microsoft programs, email and internet</p>	<p>Sound numeracy and budget management skills, with experience of using EPOS systems, Excel and stock control systems</p>
Personal Qualities	<p>Passion for Equality, Diversity and Inclusion in work</p> <p>Excellent organisational skills</p> <p>Ability to work effectively as part of a team</p> <p>Alignment to St Mary Redcliffe vision and values</p> <p>Ability to prioritise own workload and meet deadlines</p> <p>Proven ability to respond positively to a pressurised environment and adopt a positive approach to problem solving</p> <p>Awareness of the requirement to work flexibly</p> <p>A willingness to undertake developmental opportunities</p>	

Application and Selection Process

How to Apply

Applicants are requested to send a CV and covering letter of no more than two pages detailing their suitability for the role based on the information provided in the job pack. Please include the details of two references, with one being your current employer (these will only be contacted once a candidate has been offered the role).

Applications must be emailed to jobs@stmaryredcliffe.co.uk no later than **10am on Wednesday 6th August** or received by post at the Parish Office, 12 Colston Parade, Bristol BS1 6RA by that date.

Please contact Chris Whitwell (Head of Operations) at chris.whitwell@stmaryredcliffe.co.uk if you would like to have an informal conversation about the role.

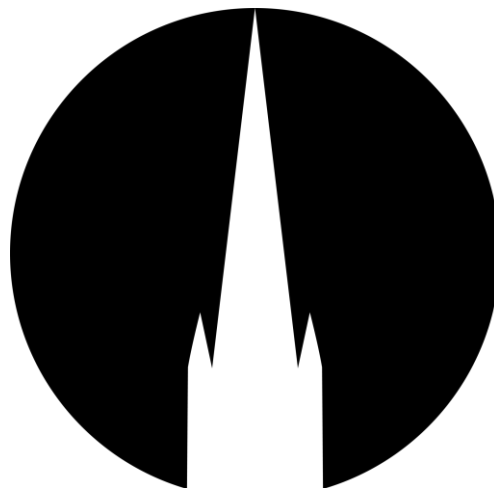
Selection

We shall be holding interviews on **Thursday 21st August**.

Safeguarding

SMR's Safer Recruitment process can be found within the Safeguarding policy on the church website. As part of our recruitment process, anyone to whom an offer of employment is made will be required to complete a Confidential Declaration Form. This form is strictly confidential and, except under compulsion of law, will be seen only by those involved in the recruitment/appointment process and, when appropriate, the nominated safeguarding lead or someone acting in a similar role/position. All forms will be kept securely in compliance with the General Data Protection Regulation within the Data Protection Act 2018. Any offer of employment may also be subject to a basic Disclosure and Barring Service check.

The postholder may be required to undertake other reasonable duties which are compatible with the overall scope of this role and, in addition, all employees are expected to work within the terms of their contract of employment and adhere to St Mary Redcliffe's policies, Values and Behaviours.



St Mary Redcliffe Church
www.stmaryredcliffe.co.uk
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