

RIVERSIDESTUDIOS

JOB DESCRIPTION

Position:	Commercial Manager
Responsible to:	Executive Director/Managing Director
Hours of work:	Permanent, full-time, 35 hours a week
Applications to:	careers@riversidestudios.co.uk Closing Date is 5.00pm on Sunday 16 June 2019

Riverside Studios Background

Riverside Studios is reopening in the autumn of 2019 after a five-year redevelopment.

Riverside Studios is a dynamic cultural venue where audiences, artists and communities come together to discover and participate in extraordinary arts and entertainment. Our new building will offer flexible performance spaces, TV Studio, cinemas, event and rehearsal spaces, gallery, workspaces, an archive and bars & restaurants.

Riverside Studios will be a free-flowing confluence of theatre, film, music, dance, comedy, art, enterprise, events, innovative technology and hospitality.

Riverside Studios is operated by the charity Riverside Trust. Our charitable aims are to present high-quality arts and to make them accessible to all. We believe that the arts have the power to improve and change lives. Riverside Studios will be a gateway to the arts for everyone through our bold Artistic and Community Programme.

With over 650,000 visitors, 1,000 artists, 1,000 community members, 300 live performances, 150 TV shows, and 100 films a year Riverside Studios will be making a huge impact on the arts and local communities.

Position Profile

Riverside Studios is looking for an experienced Commercial Manager to lead the organisation in income generation from the commercial sector in line with the Trust Business Plan, working with the Board and Senior Management to develop a commercial strategy for the organisation as well as developing the profile of Riverside Studios in the artistic, business, commercial and brand world.

Main Duties and Responsibilities

- Liaise with the Artistic Director/CEO and Executive Director/Managing Director to develop a commercial strategy for the organisation.
- Work with the Marketing Manager and encourage colleagues to promote Riverside Studios as a credible commercial partner to include PR and marketing, social media, networking, awards entries etc.

Implement a Robust New Business Process across the Organisation

- To work with third parties to maximise revenue from all the spaces in the new building.
- Research and analyse potential prospects.
- Develop and implement a sponsorship strategy.
- Generate and follow up new and existing leads.
- Secure meetings and present Riverside's offer in the most advantageous way.
- Work with the Executive Director/Managing Director to negotiate contracts.
- Identify new commercial opportunities and develop benefit packages.
- Ensure commercial partners fit with Riverside's brand and do not infringe on other important organisational relationships.
- Generate income from the local events space from local people and corporate organisations.
- Be responsible for sourcing suitable organisations to work with and organise events.
- Source office tenants and supervise their get-in and get-out.
- Generate and run screenings, corporate events, conferences and product launches during the day in the cinema and screening room, working closely with the management team.
- Be responsible for generating income from the cinema foyer, screening room, local events space, rehearsal room and foyer.

Develop Relationships with Existing and Potential Sponsors and Partners

- Relationship management to include regular liaison, provision of information, updating the website, development of an e-newsletter and social media with the Marketing Manager.
- Initiate and host hospitality opportunities at Riverside and other events.
- Raise awareness of sponsor needs/objectives across the organisation and amongst other delivery partners.

Manage Sponsorship and Partnership Relations

- Manage the delivery of benefits for commercial partners.
- Liaise with the Communications Manager on branding design, production and approval.
- Liaise with the Box Office on ticketing and event attendance.
- Liaise elsewhere across the organisation as required.
- Develop robust evaluation methodology and review techniques to monitor partnerships, quantify success and identify areas for improvement.
- Maintain accurate records of sponsorships and partnerships electronically and in hard files to ensure accurate reporting to partners.

Financial Management

- Work with the Senior Management Team to set income targets for the year.
- Manage the expenditure of the commercial budget across the year with the support of the Finance Manager.

General Information

- Co-operate with measures introduced to ensure there is equality of opportunity in employment and equity.
- Attend read-throughs, previews, press and supporters' nights and other Riverside Studios events as required.
- To maintain an office presence throughout the year and attend monthly Management and weekly Scheduling Meetings.
- Adhere to, and actively contribute to, Riverside Studios policies including Equalities (diversity, access and equal opportunities), Environmental and Health and Safety.
- To maximise income and minimise expenditure wherever possible without jeopardising the quality of the work or the reputation of Riverside Studios.
- To act always in the best interests of Riverside Studios and to represent the company with diplomacy, discretion and courtesy at all times.

Person Specification

The ideal candidate will be able to demonstrate the following skills, experience and qualities:

Essential

- An affinity for the mission, vision and work of Riverside Studios and a passion to help achieve its success.
- Proven experience and knowledge of the cultural sector including demonstrable success of selling on a one-to-one or one-to-group basis.
- Proven experience of developing client relationships.
- Proven experience of managing/implementing new business pipelines.
- Proven experience of managing and motivating staff, leading by example.
- A positive attitude with a high level of self-motivation and ability to work using your own initiative.
- Ability to communicate and negotiate effectively with people at all levels, both internally and externally.
- Proven IT skills across Office products and content management systems.
- Ability to budget and monitor spending and plan to meet deadlines.
- Able to produce presentations and reports and present them as required to the Board and others.
- A positive and solution focussed attitude towards work.
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines and work within set budget

Desirable

- Sponsorship or sales qualification
- Able to start within four weeks of job offer

Terms and Conditions

Salary:	£35,000 to £40,000 subject to experience.
Working Hours:	35 hours per week. The post holder will be required to work flexibly with regular evening and weekend work.
Holidays:	The annual leave entitlement is 25 days plus statutory holidays.

- Pension Scheme:** Riverside Trust operates a stakeholder pension scheme to which the employer and employee both contribute
- Probation:** Six months
- Contract type:** Permanent
- Equal Opportunities:** Riverside Trust supports the principle of equal opportunity in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, gender, marital status, disability, age, sexual orientation, or religious or political beliefs. To avoid discriminatory practice during the recruitment of new employees, selection for interview is based entirely on job related criteria. Riverside Studios complies with Equal Opportunities, Health & Safety, Personnel and other policies at all times.
- Confidentiality:** To keep confidential the internal workings of the Riverside Trust.

Riverside Studios encourages attendance of performances with a discretionary allocation of complementary tickets to employees.

How to Apply

Closing Date	Sunday 16 June 2019
Interviews	Weeks of 10 and 17 June 2019

Please apply by writing to careers@riversidestudios.co.uk providing a cover letter outlining how you meet the criteria outlined in this job description and why you are interested in the role.