



*Where young
people are*
**known,
valued &
treasured**

Head of Commercial Application Pack

Co-educational Independent School for ages 4-18 in St Albans





Welcome to St Columba's College

St Columba's College is a thriving 4-18 independent co-educational day school of 825 students, of whom approximately 200 are in the Prep School and 160 in the Sixth Form. The College is located in the cathedral city of St Albans in Hertfordshire, 25 miles from Central London and close to the M1, M25, A1 and with excellent train services providing quick and easy access into London.

Established in 1955 by the Brothers of the Sacred Heart the College is a Roman Catholic foundation based on the educational philosophy developed by Father André Coindre. We are part of a vital and dynamic group of 12 schools located primarily across the United States and the United Kingdom. The College site covers an area of 13.9 acres adjacent to Verulamium Park.

The site comprises a range of buildings dating from 1875 to 2013, all of which sit above three recently refurbished sports pitches (one rubber crumb 4G all-weather pitch, one sand dressed MUGA and one traditional grass pitch). The College also owns a neighbouring residential property of significant size and grounds.

At St Columba's College we provide an outstanding education for students, and pride ourselves on knowing, valuing and treasuring each and every one of our young people. Honoured to be under the trusteeship of the Brothers of the Sacred Heart, we recognise that a holistic education is one that develops academic excellence whilst recognising the value of a moral and spiritual education. Known for our strong community, we encourage partnership with parents to provide supportive care, guiding your child towards discovering themselves and the contribution they make to society.

THE OPPORTUNITY

The long-term goal of this newly created role of Head of Commercial is to secure a broad and diversified business model and a portfolio of commercial activity designed to generate alternative sources of income to support St Columba's College (SCC) charitable objectives. The Head of Commercial will develop and implement a strategy to maximise the use of the college's brand, facilities and resources, enhancing the customer experience and increasing the net income generated by commercial activity. The role is responsible for managing commercial activity that supports SCC financially, while ensuring that our educational provision and student experience are never compromised and take precedence at all times.

The Head of Commercial will work in close partnership with members of the College Leadership Team (CLT), working collaboratively with educational and other stakeholders to ensure that commercial activity complements, rather than competes with, the school day.

The successful candidate must be able to demonstrate a proven track record of success in a commercial leadership role in sectors including property, retail, hospitality, leisure, education, or healthcare. Prior schools' experience and / or formal professional qualifications may be beneficial but are not a requirement. They will bring a highly developed commercial acumen, a spirit of entrepreneurship and a desire to lead and develop a highly effective team. They will have the gravitas to sensitively influence key figures at the college and beyond, with strong emotional intelligence, and they will be empathetic to the unique features and character of St Columba's College and its wider community.

JOB DESCRIPTION

Job Title: Head of Commercial

Responsible To: Bursar

Responsible for:

- Lettings Co-Ordinator
- School Events
- Transport (internal minibus fleet) / Coach Companies (external)

Frequent Contact with:

Headmaster, Deputy Head, Head of Prep, Head of Sixth Form, Estates and Facilities teams, Finance team, Marketing team, Head of Sixth Form, Head of Vocational Education, Assistant Head – Community Benefit, DSL's, external stakeholders, Lettings Co-Ordinator, PA to Bursar.

MAIN AREAS OF RESPONSIBILITY

1) Commercial Strategy

- Work closely with the Bursar to develop and deliver commercial strategies.
- Explore the potential for non-fee net income generation opportunities for the college and nurture a positive and supportive culture around income generation across the SCC community and its stakeholders.
- Review the current and potential usage of the SCC site and facilities outside of school operating hours to identify new opportunities for the college and its key stakeholders to improve performance and maximise growth.
- Monitor market trends and local competitors and develop marketing plans for existing and new commercial ventures.
- Collaborate with the Estates and Finance teams to develop and implement a net income generation strategy from the college's facilities.
- Work with the relevant Assistant Head to further develop a Community Benefit policy that reflects SCC's charitable aims and ensures that commercial activities and community partnership programmes are aligned.
- Ensure effective planning and communication in relation to all commercial activity.
- Set and manage a competitive pricing structure including concession guidelines.
- Establish efficient systems to support all commercial activities.
- Ensure commercial use aligns with day-to-day school requirements, as well as child protection and safeguarding standards.



2) Operational Management

- Communicate clearly with stakeholders on commercial plans, projects and events.
- Balance income generation with the overriding priority of safeguarding and school operations.
- Build strong relationships across departments to support college aims and its commercial goals.
- Deliver high-quality commercial services within the resources available, ensuring compliance with the college's policies and procedures and statutory requirements.
- Co-ordinate the use of facilities with key internal stakeholders, balancing college requirements with commercial opportunities.
- Manage contracts and relationships with new and existing partners, ensuring the commercial activities meet customer expectations and financial targets.
- Ensure compliance with and update the college's Lettings Policy.
- Work with the Bursar to develop reporting procedures and systems for collection of data and reporting KPIs and financial performance.
- Ensure all required licenses (including a Premises License) are in place and up to date.
- Build collaborative, cross-functional teams to deliver high quality events and services and ensure that strong support structures are in place.
- Liaise with the contract caterers and cleaners, IT and HR to ensure the smooth delivery of services.
- Review policies and procedures for compliance, best practice and continuous improvement.
- Recruit, develop and manage staff within the commercial team.
- Attend events or delegate to suitably qualified and competent staff as needed.

3) Budget and Financial Management

- Maximise net income by using building and facilities to their full commercial potential.
- Oversee the commercial budget, including both revenue and capital expenditure.
- Work with the Finance team to monitor spending and ensure VAT compliance.
- Develop common processes and procedures to ensure cost effective delivery of activities.
- Review the facilities across the site and prepare business cases for capital or maintenance works to ensure that the facilities are at a standard required to generate net income.
- Ensure that commercial activities do not compromise the activities required to carry out the college's charitable aims.
- Work with the Bursar and other key stakeholders to prepare business plans and financial forecast to meet strategic targets.
- Collaborate with the Head of Finance on budgeting and performance reporting.
- Contribute to capital project planning to ensure that the college's facilities optimize long term dual/commercial opportunities.
- Work closely with the Head of Estates to ensure that commercial activities do not conflict with the regular maintenance programme or capital works



4) Transport

- Be responsible for the co-ordination of the student transport service, ensuring that the health, safety and welfare of all students is of paramount importance.
- Work with the Bursar, prepare and review the College's transport strategy, policies and procedures.
- Consider innovative ways to increase the number of students using our coach services
- Facilitate the promotion of the school's transport service, working closely with Admissions and Marketing regarding open days, required bus routes and service levels.
- Ensure that the College's fleet of minibuses are maintained to the highest standards that that safety / drivers' checks are carried out as required by legislation.
- Working with the Bursar, plan and co-ordinate changes to the current service including location of stops, (re)-routing to optimise coach utilisation.
- Communicate coach schedules to coach operators and parents, including last minute changes.
- Liaise with parents on student registrations and transport issues
- Monitor current processes and practices, facilitate and any necessary changes to ensure an effective and efficient delivery is provided.
- Record, analyse and present regular data on service performance.
- Maintain an asset register of all school vehicles.
- Provide advice and guidance to department heads in their responsibility to ensure their school vehicles are appropriately inspected, maintained and serviced, with appropriate records kept.
- Ensure the efficient operation of the coach / minibus booking system for the College to cover co-curricular demand, monitoring the vehicle-booking diary and arbitrate at periods of high demand.
- Work with the PA to the Bursar on the day-to-day administration of the coach service;
- Act as first point of contact for transport incidents and emergencies, liaising as necessary with coach operators.
- Liaise with the coach operators on transport and safety issues.

5) Compliance

- Ensure safeguarding standards are upheld across all commercial activity.
- Maintain appropriate insurance, contracts and licenses.
- Maintain a risk register for all commercial operations, ensuring that appropriate risk assessments are in place.
- Stay informed on relevant Health & Safety and Safeguarding legislation and best practice.
- Work with the Head of Estates to manage, monitor and oversee vehicle movements on site, as well as working to make pedestrian movements on site as safe as possible.
- Stay abreast of changes in regulations on vehicles movements, such as Section 19 permit requirements, DVLA standards, road traffic legislation etc.
- Ensure all school vehicles comply with the legal requirements and best practice for their use, so they are appropriately inspected, maintained and serviced, with detailed and relevant records kept.

6) Other

- Play a full part in the life of the College community to support its distinctive mission, ethos and charism of the Brothers of the Sacred Heart and to encourage staff and students to follow this example. Any other tasks as reasonably requested by the Headmaster and Bursar.



SAFEGUARDING CHILDREN

The appointee's responsibility for promoting and safeguarding the welfare of children and young persons for whom he/she comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy at all times and to attend relevant safeguarding update training including off job and online courses. If in the course of carrying out the duties of the post the appointee becomes aware of any actual or potential risk to the safety or welfare of children in the School he/she must report any concerns to the Designated Safeguarding Lead and record on CPOMS.

APPOINTMENT DETAILS

- Full time, 52 weeks a year role, so the incumbent will need to have a flexible approach to their working hours, including some time in the evenings and at weekends.
- Highly competitive remuneration package based on skills and experience.
- 25 days' annual holiday entitlement, 8 statutory public holidays and additional discretionary, non-contractual leave days between Christmas and New Year.
- Fee remission for the children of staff educated at St Columba's College.
- Defined contribution pension scheme into which the College pays 6% of salary.
- Free lunches, beverages, biscuits and fruit.
- Free car parking on site.
- Use of the College fitness suite outside of school hours.
- Eye care voucher scheme.
- Access to a benefits hub including discounted gift cards, Cycle to Work and Tech Schemes.
- Access to use of a confidential 24-hour counselling help line.
- Support with funding for relevant continuing professional development.

WORK WITH US

St Columba's is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including reference checks with past employers and the Disclosure and Barring Service.

If you wish to discuss this vacancy further, please contact Jackie Metcalfe, Head of HR, at metcalfe.j@stcolumbascollege.org or on 01727 892095. To apply for this position, visit our website stcolumbascollege.org

Application Process

Closing date: 10am on Monday, 11th May 2026. Interviews will be conducted during week commencing 18th May 2026.

Early applications are encouraged as we reserve the right to call suitable candidates to interview and to appoint prior to the closing date.



PERSON SPECIFICATION

Experience and Knowledge

Essential

- Proven experience of business development
- A qualification in business or a relevant field
- Entrepreneurial mindset with a track record of identifying and capitalising on new income generating opportunities
- Experience of commercial/venue marketing, branding, product and partnership development
- Ability to balance commercial goals with charitable and educational values
- Ability to navigate both commercial and not-for-profit environments
- Proven experience in customer liaison and management
- Experience in events, hospitality or leisure sectors
- Demonstrated success in leading high-performing teams in commercial environments
- Significant involvement in leading departments, strategies and initiatives

Desirable

- Substantial experience in a similar role within an educational environment
- Experience in participating in school management, strategic planning, budgeting and facilities
- Good understanding of the ISI Inspection Framework, legal topics and regulatory compliance
- Experience of working within the transport industry

Personal Qualities

- Strategic thinking with the ability to translate vision into actionable plans
- Experience in managing change and driving innovation across cross-functional teams
- Ability to influence and engage senior stakeholders, governors and external partners
- Ability to communicate enthusiasm and vision to staff and key stakeholders
- Excellent written and verbal communication skills with the ability to present complex information clearly to a non-specialist audience
- Strong financial literacy and commercial acumen, with the ability to assess and manage budgets, forecasts and to develop and present business cases
- Excellent digital literacy
- A measured and confident decision maker who is calm and positive whilst under pressure
- Ability to identify problems and bring positive solutions
- Ability to blend firmness, patience and empathy when dealing with difficult situations
- Successful track record of leadership and management with exceptional people management skills
- Ability to exercise sound judgement to prioritise SCC requirements over revenue where conflicts arise.
- Adaptable and able to think flexibly
- Innovative, seeking new opportunities for growth and innovation
- Collaborative working style with the ability to build strong relationships across the community and a keenness to enable all colleagues to contribute ideas
- Commitment to the priorities and ethos of the College as a school in the Catholic tradition of the Brothers of the Sacred Heart
- A commitment to safeguarding and promoting the welfare of our young people
- A commitment to promoting equality, diversity and inclusion





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St Columba's College is a Catholic Foundation of the Brothers of the Sacred Heart (US Province)