



JOB DESCRIPTION

Head of Commercial and Operations

THE SCHOOL

RMS is a leading independent girls' day/boarding School with around 900 pupils aged 2 to 19 and over 300 teaching and support staff, situated on a 300-acre parkland site near Rickmansworth in Hertfordshire. Potential candidates are strongly encouraged to visit the school website www.rmsforgirls.com for more information about our thriving school, with its excellent value added results and inclusive community spirit that encourages both girls and staff alike to share a commitment to self-improvement and personal development.

THE ROLE

Reporting to the Director of Finance and Operations (DFO), the Head of Commercial and Operations provides leadership for the development and growth of the commercial activities of the school together with ensuring the smooth operation of external and internal events.

The Head of Commercial and Operations leads a team that includes the Commercial Sales & Marketing Co-ordinator, the Events Operations Manager (external), the Events Operations Manager (internal), the Sports Centre Team Leader, and the Housekeeping Manager. They also act as the key liaison between the school and our external catering partner, Lodestone House.

The school's commercial income is currently made up of income from our sports centre, holiday camps and residential lettings of our boarding facilities together with regular rentals of other school facilities. Growth in the next academic year is projected to come from the refurbishment and relaunch of our gym within the sports centre and we have a planning application in progress for the construction of three PADEL courts. We are looking for someone who brings entrepreneurial ideas and is excited about growing new areas of business.

We require a flexible, creative and analytical individual with a pragmatic "can-do" approach. You will be highly motivated, with strong sales and marketing experience together with proven project and team management expertise. You will need to work with many different stakeholders across the school so strong communication and organisational skills will be essential. Experience of working in the Education sector would be advantageous but we would welcome applicants from other industries including leisure or events management.

Key areas of responsibility are as follows:

A Strategic Leadership

- Leads the strategic development, marketing, and growth of the RMS Enterprise income (see [RMS Events](#) for more details of current provision).
- Oversees operational functions and service delivery to the school community.
- Is part of the Executive Bursarial Leadership Team (EBLT) which includes the DFO, Director of People, Head of Finance, Premises Manager, Compliance and Admin Manager, Network Manager and the Head of Marketing and Admissions.

B Commercial Leadership - Sales and marketing

Sales Strategy & Business Development

- Responsible for the creation and implementation of a comprehensive annual sales plan for the commercial team to deliver against, establishing clear revenue targets and KPIs for venue hire, events, and lettings.
- Conduct regular market research and competitor analysis to identify trends, benchmark services, and ensure RMS Enterprise remains competitive in the local and regional market.
- Develop and maintain a dynamic pricing structure that balances market competitiveness with profit maximisation, reviewing rates annually or seasonally as required.
- Lead the sales process, supported by the Commercial Sales and Marketing coordinator, by conducting professional showrounds for prospective clients, effectively showcasing the facilities to convert enquiries into confirmed bookings.

Marketing & Digital Management

- Develop and execute an integrated marketing strategy to raise the profile of RMS Enterprise as a premier venue for events and lettings.
- Oversee the management of the commercial website, ensuring all content is engaging, up-to-date, accurate, and optimised for user experience.
- Manage relationships with external digital agencies (including SEO and PPC providers) to ensure maximum online visibility and return on investment for digital spend.
- Devise and implement a social media strategy across relevant platforms (e.g., LinkedIn, Instagram, Facebook) to drive engagement and lead generation.
- Create and maintain high-quality sales collateral (brochures, digital decks, and promotional materials) to support the sales team in securing new business.

C Operational Leadership - event delivery

- Ensure the successful operation and quality control of all external events, lettings contracts and internal event delivery. This includes planning the end-to-end management of set-up, catering, housekeeping, cleaning, and breakdown.
- School Integration: Organise and deliver a smooth transition between the school stakeholders and commercial lets, ensuring that the interests and safeguarding of pupils always come first.

- Facilitate close liaison with Grounds, Premises, and IT departments to ensure seamless event delivery.
- Safeguarding considerations - liaise with the safeguarding team within the school to ensure that the risk of events and commercial visitors is appropriately considered and controlled.
- Client Liaison: Act as the School's primary client liaison during external lettings, events, and FORMS (parent association) events.
- Attend weekly Calendar meetings with school SLT to plan and schedule school events, forward plan, pre-empt problems and devise effective solutions in liaison with key stakeholders, providing operational input regarding feasibility.
- Attend weekly Operational meetings (chaired by Events Operations Manager (internal)) to discuss requirements for forthcoming school meetings and events.

D Team Leadership

- To monitor, maintain and support the performance of the Housekeeping Manager, Events Managers (internal and external), Commercial Sales & Marketing Co-ordinator and Sports Centre Team Leader to ensure that they are efficiently and effectively managing their areas of responsibility.
- To attend regular one-to-one meetings with the DFO and all direct reports.
- To monitor the recruitment and performance of all staff at all key stages - interview, induction, review and support, in accordance with HR policy and the needs of the School.
- To ensure all staff have annual appraisals and consideration is given to the appropriate training needs and reflected in a training plan for the departments and individuals which includes all statutory training.
- To monitor and evaluate customer feedback on service provision through customer surveys, the catering meetings and other feedback mechanisms.
- To identify and implement new strategies to effectively utilise School resources.

E Contract Management

- Management of the catering contract with Lodestone House ensuring that they meet the service requirements of the school and the service improvements identified through stakeholder consultations.
- Ensure that Lodestone House plan and deliver events in accordance with the School's needs.
- To monitor performance of Lodestone House against agreed budgets, service levels and authorise monthly invoices.
- Management of the contract with Schoolhire (lettings portal) ensuring that it operates in line with expectation.
- Management of the contract with our external marketing agency (Distinctly) to ensure that it meets the marketing needs of the department. Monitor the return on investment on SEO and PPC.

F Compliance & Financial Management

- To prepare and monitor all department annual budgets. To control and maintain all budget codes and financial performance within pre-budgeted targets outlined in the agreed departmental annual budgets.
- Financial Control: Ensure sound financial management of the department, including negotiating contracts, ensuring prompt invoicing, and overseeing the recovery of outstanding debt.
- Health & Safety: Produce and maintain appropriate risk assessments for all commercial activities, school events and food related activities within school ensuring full compliance with Health and Safety regulations.
- To liaise with the EHO on elements of the food provision where the school has responsibility for food distribution.
- To monitor the implementation and maintenance of all relevant statutory regulations and to take any action as is necessary.
- To schedule Fire Drills and oversee academic evacuation of buildings together with the DH Co Curricular and Operations.
- To attend the Health and Safety Committee and report on Fire Drills and other H&S matters relevant to the catering, events and housekeeping teams.

PERSON PROFILE

The holder of this post will enjoy working within a team with all members of the School community. They must be able to demonstrate flexibility, reliability, and enthusiasm. All staff are expected to conduct themselves in line with the School's values of **Inclusivity, Courage, Ambition, Kindness, Perseverance** and **Integrity**.

Due to the nature of the role and the operation there will be, on occasion, times when you will be required to be contactable and/or work during the evening or at the weekend outside of your usual hours.

PERSON SPECIFICATION

The successful post holder will have the following skills and attributes:

Essential

- A confident and driven-to-succeed person who excels in sales and marketing and event management and delivery.
- Must enjoy working collaboratively as a part of a team and working with professionalism and integrity.
- A drive to identify new revenue opportunities and a commitment to customer service delivery.
- Experience of website management and managing a marketing agency.
- Experience leading event teams in a complex environment.
- Excellent budget management skills.
- Proven contract negotiation and project management experience.
- Proven experience in managing staff, including performance development.
- Confidence in working with a range of databases and an excellent working knowledge of the Microsoft /Google suite of programs.
- Communicates well with sound verbal and written skills.

- Demonstrate flexibility and are able to adapt.
- An ability to maintain confidentiality and discretion.

Desireable

- Marketing qualifications
- Experience of working in a school environment

TERMS OF EMPLOYMENT

The terms of employment include:

- 40 hours per week with hours negotiable. Flexibility will be important and may include some weekends and evenings for events
- 30 days holiday plus bank holidays. Up to 5 days holiday to be taken during the Christmas shutdown period
- Salary up to scale point SL8 (£62,504.00) per annum, pro rata depending upon experience and qualifications
- Staff Pension Scheme
- Free lunches when the School's catering facilities are open
- Access to an Employee Assistance Programme
- Access to the School's Fitness Facilities
- School fee discount – subject to terms and conditions of the policy
- Cycle to work scheme - providing a tax-free salary sacrifice scheme.

DISCLOSURE AND BARRING SERVICE

The School is a “Registered Body” under the provisions of the Police Act 1997 because employment at the School involves access to children under the age of 18. This post shall be subject to the receipt of overseas criminal records check (where appropriate) and will require an Enhanced Disclosure Certificate (with barred list) from the Disclosure and Barring Service (DBS) before an offer of employment can be confirmed.

SAFEGUARDING CHILDREN

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the Head.

In addition to the candidate's ability to perform the duties of the post, the interview will explore issues relating to safeguarding and promoting the welfare of children, including;

- Motivation to work with young people
- Ability to form and maintain relationships and personal boundaries with young people
- Emotional resilience in working with the challenges that young people present
- Approach to the use of authority and maintaining discipline

REVISION OF JOB DESCRIPTION

According to the development and requirements of the School, Job Specifications will need to be reviewed and updated periodically, after consultation with the Job Holder.