

Norwich School

Director of Enterprise



JOB DESCRIPTION

Job Title: Director of Enterprise
Reports to: Head
Contract: Full-time, permanent

Overview

The Director of Enterprise is responsible for driving the school's enterprise and revenue generation strategy, forming a key part of the school's long-term financial resilience and strategic sustainability. They will work closely with the Head and Senior Leadership Team in order to report against agreed triennial growth and contribution metrics established by the Head and Governors' Development and Enterprise Committee.

The Director of Enterprise will develop existing activity and identify new income streams to provide a step-change in the identification and exploitation of commercial opportunities across the full suite of the school's activities, facilities, partnerships and reputation.

The Director of Enterprise will work collaboratively with colleagues right across the school, particularly in Marketing & Communications, Development, Admissions (both domestic and international), Operations and Partnerships. They will harness personal vision, charisma, and work-ethic to build teams which will deliver enterprise initiatives that enhance the school's profile and generate additional income.

The role requires a strategic and entrepreneurial approach, strong relationship-building skills, and the ability to model behaviour that translates ideas into commercially successful, repeatable initiatives.

Key Responsibilities

Enterprise Strategy and Income Generation

- Develop and implement the school's enterprise strategy, challenging existing practice in order to identify opportunities which generate additional income aligned with the school's values and strategic priorities.
- Identify, develop, and launch new commercial initiatives that make effective use of the school's facilities, expertise, and reputation.
- Work with the Head and Senior Leadership Team to form proposals which support the diversification of income streams and long-term financial sustainability for scrutiny by the Governors' Development and Enterprise Committee.
- Monitor and evaluate the financial performance of enterprise initiatives and provide regular reports and analysis to senior leadership against agreed KPIs.

Site and Commercial Development

- Work with Operations Department colleagues to identify opportunities for conferences, events, programmes, partnerships, and other enterprise activities that generate both one-off and repeatable revenue for the school.
- Develop business cases for new enterprise initiatives and assess their financial and operational viability.
- Support the development of pricing strategies, commercial models, and contractual arrangements for enterprise activity.
- Ensure all commercial activity aligns with the school's values, operational requirements, and safeguarding responsibilities.



Strategic Collaboration

- Work closely with Marketing & Communications colleagues to promote enterprise opportunities and ensure strong market positioning and visibility (e.g. site letting).
- Collaborate with the Development Office to identify co-ordination regarding donor stewardship (promotion of bursaries, legacies, sponsorship, etc).
- Work with Admissions colleagues to explore revenue-generating opportunities (e.g. international partnerships, short-term placements, and holiday programmes).

External Engagement and Partnerships

- Develop and maintain relationships with businesses, organisations, and institutions that may support enterprise initiatives.
- Represent the school externally in discussions relating to commercial partnerships and enterprise opportunities.
- Identify opportunities for strategic partnerships that enhance both revenue generation and the school's reputation.
- Liaise with Head of Partnerships to develop co-ordinated approach to initiatives of commercial and/or charitable benefit (e.g. in-kind support).

Strategic Projects

- Lead or support strategic enterprise projects identified by the Head or Governors.
- Provide analysis, insight, and recommendations to support decision-making relating to enterprise and commercial activity.
- Contribute to discussions regarding long-term financial planning and the school's strategic development.

Safeguarding

- The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.
- Understand and implement the Child Protection Policies of the school and attend related training.
- Promote and safeguard the welfare of children and young people and ensure that all staff and volunteers share this commitment.



PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience	Significant experience developing or delivering revenue-generating initiatives or commercial projects.	Experience working in education or an independent school environment.
	Proven track-record in identifying and developing new income streams or commercial partnerships.	Experience of conference, events, or facility-based commercial activity.
	Broad experience working collaboratively across teams to deliver strategic projects.	Experience working with international programmes or partnerships.
Knowledge & Skills	Strong commercial awareness and ability to identify new opportunities for revenue generation.	Understanding of the independent education sector.
	Considerable evidence of business case development, including evaluation of projects, particularly in context of financial viability.	Knowledge of fundraising or development activities.
	Outstanding relationship-building and stakeholder engagement skills.	Experience working with marketing or brand-led commercial activity.
	Strong analytical skills and ability to interpret financial and market data.	
Personal Qualities	Entrepreneurial predisposition, with the ability to turn ideas into practical initiatives.	
	Strong communication and influencing skills to work within and build teams.	
	Demonstrable ability to work collaboratively across departments without direct line management authority.	
	Highly organised, proactive, and able to manage multiple projects simultaneously.	
	Commitment to safeguarding and promoting the welfare of children and young people.	



SALARY AND BENEFITS

Salary and Working Pattern

This is a full time, permanent contract appointment and the salary is c.£75,000 per annum depending on skills and experience. Hours of work are 37.5 hours per week, typically Monday to Friday between 8:30am to 17:00pm. Flexibility in working hours and pattern is required to meet the changing needs of the school.

Holidays

Full time staff are entitled to 30 days excluding the 8 days bank holidays, increasing to 35 days after five years' service. Up to 5 days leave are designated during the Christmas holiday period and will be set in advance. Support staff typically take their annual leave during the school holiday periods.

Pension

Subject to meeting the qualifying conditions, support staff are eligible for the Aegon pension scheme. The school will contribute 8% if the staff contributes a minimum of 4% of their salary into the scheme. Please note that this is a defined-contribution pension scheme.

Healthcare

Staff may benefit from a heavily subsidised private healthcare plan. To join, a full-time member of staff has to contribute £100 per annum. The spouse and dependent children may also join the scheme at the prevailing corporate rate.

Lunch

Staff may enjoy a complimentary lunch in the school's Refectory during term-time.

Salary Sacrifice Schemes

Norwich School offers the Cycle to Work scheme.

NOTE: Please note that Norwich School is located in the centre of Norwich with very limited parking. The successful candidate may apply for a parking space but success will be dependent on availability and on meeting the school's criteria for awarding parking spaces. However, the school is well served by public transport systems. Bus stops are located just outside the Cathedral gates and there are frequent services for the various Park 'n' Ride car parks as well as for other parts of the city and county. The Norwich mainline train station is only 5-10 minutes' walk from the school.