



Bedford Girls' School

Job Description

Commercial Manager

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.	
Job Purpose:	The Commercial Manager will be responsible for developing, marketing and managing all commercial activities across the school's estate to maximise sustainable income outside of core educational operations. The role will lead the growth of external lettings, holiday programmes and commercial partnerships whilst ensuring an outstanding customer experience and maintaining the school's reputation. The postholder will also manage the school's residential accommodation portfolio, ensuring high occupancy, efficient administration and excellent service for staff and other approved tenants. The role requires a commercially minded individual with strong business development, relationship management and operational skills who can identify new revenue opportunities whilst working collaboratively across the school.
Job Title:	Commercial Manager
Reporting Line:	Director of Finance and Operations
Working Hours:	37 hours per week, 52 weeks a year.
Salary:	£45,000-£48,000 per annum
Principal Accountabilities/ Responsibilities	Key Responsibilities Commercial Development • Develop and implement a commercial strategy to increase non-fee income. • Identify and develop new commercial opportunities that make effective use of the school's facilities. • Produce annual commercial income budgets and forecasts. • Monitor financial performance against targets and recommend improvements. • Prepare business cases for new commercial ventures. School Lettings Take responsibility for marketing, selling and managing lettings across the school's facilities including: • Swimming pool • All-weather (Astro) sports pitch



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- Sports halls and gymnasium
- Dance studios
- Drama and performance spaces
- Classrooms
- Meeting and conference rooms
- Dining facilities
- Outdoor sports facilities

Responsibilities include:

- Developing pricing strategies.
- Managing enquiries and bookings.
- Negotiating contracts.
- Ensuring excellent customer service.
- Maximising occupancy throughout evenings, weekends and school holidays.
- Coordinating with estates, catering, cleaning, security and finance teams.
- Managing external booking systems.
- Producing occupancy and income reports.

Residential Accommodation

Manage the school's residential accommodation building, including approximately 24 staff accommodation units.

Responsibilities include:

- Marketing available accommodation.
- Managing enquiries and viewings.
- Allocating accommodation in accordance with school policy.
- Preparing tenancy agreements and licences.
- Managing renewals.
- Coordinating move-ins and move-outs.



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- Liaising with Finance regarding rents and deposits.
- Coordinating repairs and maintenance with the Estates Department.
- Maintaining high occupancy levels.
- Managing relationships with teaching staff and other tenants.

Summer School and Language School Development

Lead the development of opportunities to establish and expand holiday programmes including:

- International language schools.
- Summer schools.
- Sports camps.
- Performing arts programmes.
- Holiday childcare.
- Educational partnerships.

Responsibilities include:

- Identifying potential partners.
- Negotiating commercial agreements.
- Managing operational delivery.
- Ensuring safeguarding and compliance requirements are met.
- Maximising utilisation of the school estate during holiday periods.

Business Development

- Develop relationships with sports clubs, governing bodies and community organisations.
- Build partnerships with local businesses.
- Generate repeat business through excellent customer service.
- Identify sponsorship and partnership opportunities.
- Attend networking and promotional events.



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- Represent the school professionally within the local community.

Marketing

Working closely with the Marketing & Admissions team:

- Develop annual marketing plans.
- Promote commercial facilities through digital marketing.
- Maintain commercial pages of the school website.
- Produce promotional materials.
- Develop social media campaigns.
- Monitor marketing effectiveness.

Financial Management

- Prepare commercial budgets.
- Monitor income and expenditure.
- Maximise profitability.
- Produce monthly management reports.
- Recommend pricing structures.
- Ensure prompt invoicing and debt collection.

Operational Management

- Ensure commercial activities operate safely and efficiently.
- Liaise with Estates regarding maintenance requirements.
- Ensure facilities are presented to a high standard.
- Coordinate operational support services.
- Ensure all activities comply with safeguarding, health and safety and insurance requirements.
- Manage risk assessments where required.



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	Compliance Ensure all commercial activities comply with: • Health & Safety legislation • Safeguarding requirements • GDPR • Licensing requirements • Insurance conditions • School policies
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Person Specification		
	Essential Criteria These are qualities without which the applicant could not be appointed	Desirable Criteria
Qualifications	Good standard of education or equivalent relevant experience.	
Experience	• Experience of commercial income generation. • Experience managing customer relationships. • Experience in lettings, hospitality, leisure or venue management. • Budget management experience. • Contract negotiation experience. • Experience of developing new business opportunities.	• Experience within the education sector. • Experience managing residential accommodation. • Experience developing summer schools. • Experience using booking management software.
Knowledge & Skills	• Commercial marketing principles. • Customer relationship management. • Financial management. • Health & Safety requirements. • Strong IT skills including Microsoft Office • Excellent communication skills. • Strong negotiation skills. • Excellent organisational skills. • Ability to build productive relationships. • Ability to work flexibly including occasional evenings and weekends.	
Personal competencies and qualities	• Entrepreneurial thinking. • A proactive and results-driven approach. • Strong customer focus. • Excellent relationship-building skills. • Initiative and innovation. • Professionalism and integrity. • Flexibility and resilience. • Commitment to safeguarding and promoting the welfare of children.	