



Gordon's School

Head of Commercial – Job description

Reports to: Director of Development

Hours: 37.5 hours per week 52 weeks per year – weekend and evening work will be required throughout the year.

Purpose of the Role:

To drive and grow income generation across the school through the effective management, development and promotion of commercial activities including external lettings, clubs, camps, residential lettings, sponsorships, and partnerships. The Head of Commercial will also be responsible for identifying and delivering new revenue opportunities that align with the school's ethos and strategic goals.

Key Responsibilities:

- Lead and implement a commercial strategy to generate income through on-site and external ventures.
- Work with the Enterprise Committee to report on performance and explore growth opportunities.
- Identify and assess new income streams that support long-term sustainability.
- Manage and promote the school's facilities for external hire, including sports areas, theatres, classrooms and boarding spaces.
- Oversee pricing, usage policies, and operational delivery to maximise profitability.
- Lead on future commercial project, including facility development and diversification.
- Coordinate the development and delivery of holiday clubs, camps, and creative programmes.
- Lead the development and delivery of Gordon's Summer School, overseeing programme design, staffing and partnerships.
- Key point of contact for the Northside of the site covering both commercial and school demands.
- Build relationships with providers and ensure all activities meet safeguarding and H&S standards
- Lead the development of local primary school PE provision and after school clubs, with full line management responsibility for all associated staff.
- Build relationships with local primary schools through curriculum and after school club provision to support engagement with Gordon's holiday camps and summer programmes.
- Act as the Designated Safeguarding Lead for Enterprise run activities
- Manage, train and onboard staff to work for the Enterprise activities, including Gordon's Summer School.
- Develop sponsorships and partnerships that align with the school's values and enterprise goals.
- Collaborate with marketing to promote the school's enterprise brand and commercial offering.
- Explore innovative income-generating ideas including merchandise, licensing, and digital ventures.
- Monitor performance, set income targets, and report on ROI to senior leadership.

The above list is not exhaustive and may be altered from time to time with due consultation.

Person Specification:

Essential

- Proven experience in a commercial, business development, or income-generating role.
- Strong organisational and project management skills.
- Excellent interpersonal and negotiation skills.
- Financially literate with experience in budgeting and reporting.
- A self-starter who is proactive, creative and strategic.

Desirable

- Experience in the education, leisure, hospitality or events sectors.
- Knowledge of safeguarding and compliance requirements in schools.
- Familiarity with commercial marketing and sponsorship engagement.
- DSL (Designated Safeguarding Lead) trained or prepared to undertake DSL training for the role
- Experience in running a summer school with a school brand

Gordon's School is a State Boarding and Day School and is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment – applicants must be willing to undergo appropriate screening including a DBS check.