



Position Description

Job Title:	Commercial Manager
Reporting to:	Chief Operating Officer
Relationships:	Chief Executive Officer, Activity Centre Managers, Head of Risk, Head of Business Transformation, Head of Communications and Marketing, senior Scout office holders who have active relationships with Centres
Location:	Level 1, Quad 3. 102 Bennelong Parkway, Sydney Olympic Park NSW 2127

Purpose of the Position

The Commercial Manager is accountable and responsible to the Chief Operating Officer for meeting operational, financial and strategic goals set for each of the Centres that are set at each budget cycle. The Commercial Manager is responsible for the development and implementation of detailed plans to improve and develop the commercial performance of Centres and facilitate revenue generation.

The Commercial Manager is responsible for managing each Centre's management team to deliver the goals and objectives set for their respective Centre.

Through the management team at each Centre, the Commercial Manager is accountable for the implementation of WHS Procedures and Scouts NSW risk management principles to provide a safe and secure environment for each Centre's occupants, including clients and workers.

Responsibilities & Duties

Key Responsibility Area 1: Environment Analysis, Strategy and Planning

- Maintain a current understanding of the competitive environment to understand the strengths and weaknesses of current structures and systems at Centres and recommend changes to facilitate improvement
- Identify areas that are underutilised/underexploited that could be opportunities for increased revenue generation in the future
- Identify new revenue generating initiatives, create detailed execution plans to capitalise on these opportunities, and manage the Centre team to deliver those plans
- Identify factors that may be inhibiting on the profitability of Centres and plan ways to eliminate or mitigate these inhibitors
- Collaborate with Centre Managers and the COO to design and coordinate the implementation of an overall strategic plan to improve the profitability of Centres
- Collaborate with Centre Managers and the COO to develop capital expenditure, revenue and cost budgets and revenue forecasts relevant to initiatives and Centre utilisation

Key Responsibility Area 2: Centre Utilisation

- Take proactive steps to continually increase usage of each Centre and their respective facilities by Members, organisations and the general public
- Set actions with and for Centre Managers to create a set of dynamic relationship-building and marketing initiatives to encourage uptake and use of Centres and their respective facilities by non-Member fee-paying parties
- Set actions with and for Centre Managers to develop, deliver, then monitor and measure the effectiveness of the marketing plan and its associated strategies in increasing centre utilisation and profitability
- Set actions with and for Centre Managers to create positive external relationships with potential users as well as maintain connections with previous users to encourage frequent future use of Centres and their respective facilities
- Set SMART targets for each Centre Managers to promote the usage and increase revenue of each site
- Consult with and collaborate with the Marketing and Communications Manager on the above objectives

Key Responsibility Area 3: Staff Management and Leadership

- Provide coaching, development and leadership for Centre Managers
- Set targets, objectives and KPIs for each Centre Manager that align to current year budgets, strategic plans, and other operational and financial objectives
- Ensure Centre Manager Position Descriptions are current and relevant through annual reviews.
- Monitor monthly performance, conduct biannual performance reviews for each Centre Manager
- Through the management team at each Centre, the Commercial Manager is accountable for the implementation of WHS Procedures and Scouts NWS risk management principles to provide a safe and secure environment for each Centre's occupants, including clients and workers.

Key Responsibility Area 5: Maintain sound Relationships and Communication

- Facilitate open communication channels and good internal relationships
- Oversee the day-to-day operation of the Centres and assist Centre Managers with complex or escalated issues where appropriate
- Promote workplace safety, equity and diversity and participative management practices in the workplace
- Facilitates goal accomplishment by helping to remove obstacles inhibiting team effectiveness
- Listens to and fully involves others in team decisions and actions; fosters collaboration

Required Academic Qualifications

Essential	Desirable
<ul style="list-style-type: none"> A Bachelor's degree, Graduate Diploma, Masters or similar tertiary qualification in Outdoor Recreation, business, marketing, management or similar OR equivalent industry experience 	

Required Work Experience & Skills

Essential	Desirable
Minimum five (5) years' experience working in the Outdoor Recreation Industry, preferably with at least two (2) years in a managerial role	Business Development experience
Experience in outdoor adventure activities facilitation	Experience in evaluation of services
Proven leadership experience and ability to effectively lead and supervise staff and volunteers to meet expected outcomes	Scouting leadership experience
Ability to develop detailed, compliant and realistic budgets and plans and targeted strategies to meet set goals	
Computer literacy and ability to navigate and use the Microsoft Office suite including word processing, spreadsheet and presentation software and applications	

Core Competencies Required

Essential
High level interpersonal, oral and written communication skills; ability to liaise effectively with internal and external stakeholders
Ability to make accurate and detailed analysis of the business environment and plan accordingly
Quick-thinking, proactive and preventative; shows initiative and innovative thinking
Commitment to follow up as required – complete tasks
Highly organised with the ability to multitask and meet strict deadlines
Excellent time management and ability to plan ahead
Thorough, with excellent attention to detail
Able to work independently, autonomously and with limited supervision



Creative thinking; ability to generate original ideas and alternatives

Other Requirements

Essential
Current (less than two (2) years old) satisfactory National Criminal Record Check
Current and valid Working with Children's Check
The right to work in Australia

Key Performance Indicators

Strategy and Planning	<ol style="list-style-type: none"> 1. Strategies and plans are tailored to the unique findings of environment analysis 2. Strategies and plans are realistic, achievable, detailed and identify involved parties' accountabilities and responsibilities 3. Individual strategies and plans for each Centre align with the overall strategic plan of Scouts NSW and Centres as a group 4. Regular investment in property infrastructure
Centre Performance	<ol style="list-style-type: none"> 1. Achievement of budgets set for each centre 2. Achievement of actions set in marketing and promotion and business development targets and plans 3. Centres and their respective facilities and equipment are utilised by new users as well as repeat users 4. Implementation of WHS Procedures and Scouts NWS risk management principles at each Centre 5. Positive customer feedback
Staff Management	<ol style="list-style-type: none"> 1. PDs are current, performance reviews done, KPI set
Relationships and Communication	<ol style="list-style-type: none"> 1. Internal and external relationships and communication channels are well-established and nurtured with potential and past users 2. Accurate and timely routine and ad hoc risk reports prepared and delivered



Acknowledgement

Employee Name _____

Employee Signature _____ Date _____

COO Name _____

COO Signature _____ Date _____

Performance review period: Annually

Approval

This Position Description is approved.

CEO Signature: _____ Date: _____