Job Description

1. Job Title: Head of Commercial Development

2. Reporting To: COO

3. Department: Bursary and member of the Bursary Management Team

4. Responsible for: Commercial Events and Lettings Manager and future commercial support roles

5. Stakeholder Engagement:
   The post-holder will work collaboratively across the College to develop and deliver commercial opportunities, engaging with a wide range of internal stakeholders. During the initial phase, they will work closely with the Head of Facilities Management to support induction, handover, and transition into the role, building a clear understanding of current operations, income streams, and estate usage.

   Thereafter, the role will require effective partnership working with key departments and stakeholders, including heads of departments, Marketing, the Foundation and Events Office, and boarding and house teams.

   The post-holder will be expected to proactively identify and prioritise engagement with stakeholders where there is the greatest potential for commercial income generation, balancing collegiate working with a clear focus on delivering sustainable revenue growth and maximising return from the College's assets.

6. Job Purpose
   The Head of Commercial Development Manager is a strategic leadership role responsible for developing and delivering a whole-organisation commercial strategy that maximises income generation from the College's assets, services, and brand. The post-holder will drive non-fee income growth through partnerships, innovation, and improved commercial performance. The role will play a key part in realising the commercial opportunities created through ECi310 and wider estate development, ensuring alignment with the College's charitable objectives and long-term financial sustainability.

7. Role Phasing & Development Trajectory
   This role operates across three phases of development:
   - Foundation (0–12 months): Establish baseline, develop and gain approval for commercial strategy, optimise and strengthen existing income, and deliver early wins.
   - Growth (12–36 months): Launch and scale new initiatives, expand partnerships, and strengthen demand and brand positioning.
   - Scale & Maturity (36+ months): Deliver sustained income growth and embed a scalable commercial model aligned with estate strategy.

8. First 12–24 Month Priorities
   - Deliver a fully costed and approved commercial strategy within 6–9 months
   - Review and improve existing operations including lettings, camps, use of Craig House (day house)
   - Implement pricing, utilisation, and booking improvements for immediate income uplift

- Strengthening key income streams, particularly opportunities for residential lettings
- Develop a pipeline of new commercial opportunities
- Build strong internal cross-functional relationships
- Working with internal and external stakeholders, launch at least 2–3 new revenue-generating initiatives
- Review and propose enhancements to staffing model
- Establish robust KPIs, financial reporting, and performance tracking

9. Key Responsibilities

a) Commercial Strategy & Growth
- Develop and deliver a 3–5 year commercial strategy aligned to College priorities
- Identify and prioritise new income streams and opportunities
- Establish revenue targets, KPIs, and a structured opportunity pipeline
- Monitor market trends and adapt strategy accordingly

b) Commercial Income Streams & Asset Optimisation
- Provide strategic oversight of all commercial income streams
- Maximise utilisation and yield from College facilities and assets
- Develop new ventures and repurpose underutilised spaces

c) Strategic Partnerships & Business Development
- Develop and secure high-value partnerships and sponsorship opportunities
- Identify B2B relationships and joint ventures
- Position the College as a leading regional venue and partner
- Promote the College to forums and attend trade events, as appropriate, e.g. local business clubs

d) Commercial Operations Oversight
- Provide strategic oversight of operational delivery
- Line manage the Commercial Events and Lettings Manager
- Support the Commercial Events and Lettings Manager to secure the staff buy-in and resources required to deliver the programme
- Ensure delivery aligns with commercial objectives and standards

e) Financial Management & Performance
- Hold accountability for commercial income performance
- Develop budgets, forecasts, and long-term financial plans
- Implement pricing and yield strategies
- Monitor performance and take corrective action
- Evaluate ROI on all initiatives
- Provide regular reports to the COO and ECi SLT

f) Marketing & Commercial Positioning
- Work in partnership with the ECi Marketing Team to deliver commercial campaigns
- Align all activity with the ECi and ECi310 brand
- Drive demand generation through targeted channels

g) Organisational Design & Resource Planning
- Design the commercial operating model
- Define staffing requirements and propose new roles
- Ensure clear separation between strategy and operations

h) Safeguarding Duties
- 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 and Child Protection Policy Statement and staff code of conduct at all times.
- The post holder will be engaging in regulated activity. There are particular safeguarding issues requiring attention for this post.
- This role may require the postholder to be aware of protecting the physical safety of pupils and at times be in a setting that requires them to respect the privacy of pupils. They may be the responsible adult in a scenario and must be aware of all relevant procedures in that setting.
- 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 School's Designated Safeguarding Lead or, if they are the School's DSL, to the Headmaster and relevant agencies.

10. Success Measures
- Year-on-year growth in non-fee income
- Delivery of approved strategy within 6 months
- Demonstrable income growth within 18–24 months
- Step-change in income over 3 years
- Development of diversified commercial income streams

Person Specification

Criteria	Essential	Desirable
Experience	• Commercial/business development experience; proven income growth; strategic planning	• Experience in education, hospitality, events
Skills & Knowledge	• Strong commercial acumen; financial literacy; stakeholder management	• Marketing, CRM or booking systems • Effective user of MSOffice365
Attributes	• Entrepreneurial; strategic thinker; proactive; collaborative; confident communicator	• Strong, ready-made network
Qualifications	• Personal Licence Holder (if not a licence holder, a willingness to obtain the qualification within 12 months of starting)	• Degree or equivalent experience • Professional business or marketing qualification

11. Terms and Conditions

Contract Type: Full-time, Permanent (52 weeks)

Salary: Circa £50,000 (dependent on experience)

The role may attract a modest performance-related element, linked to the achievement of agreed commercial income growth targets and key strategic objectives after the initial 12 months.

Pension: After three months service you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt in to the pensions scheme. The College will contribute 5% of your gross salary and you will be expected to contribute 3% also. You may choose to opt out of the pension scheme.

Holiday: 5 weeks plus Bank Holidays

Other Benefits

- Life Assurance
- Employee Assistance Programme.
- Lunch during normal working hours
- Access to College sports facilities.
- Free tickets to College productions

12. Application Process

To apply, please visit https://www.eastbourne-college.co.uk/contact/employment-opportunities/ and click the 'Apply Now' button to complete the mandatory application form. A cover letter demonstrating your suitability for the role against the job description and person specification, along with an up-to-date CV must be uploaded with the online application form. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy.

The closing date for applications is **Friday 31 July 2026.**

For further information, please contact Human Resources on 01323 452288 or email hr@eastbourne-college.co.uk.

13. Safeguarding and Equal Opportunity Statements

Eastbourne College (Incorporated) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to appropriate child protection screening, including checks with past employers and the DBS.

Post holders will be engaging in regulated activity.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the wellbeing and education of the pupils.

Eastbourne College (Incorporated) is a non-smoking establishment.