

Recruitment pack

Commercial Manager

TWAM Enterprises Ltd



TYNE & WEAR
archives &
museums
ENTERPRISES

Our mission is to welcome and connect people to the past, present and future of the North East through stories, shared spaces and experiences.

We will help people understand and act on local and global challenges:



Equality – we will provide a warm welcome to everyone, break down barriers caused by inequality and discrimination and share diverse stories.



Wellbeing – we will use our spaces and services to support people’s physical and mental health.



Social mobility – we will deliver learning experiences, volunteering opportunities and pathways for personal development for people of all ages and backgrounds.



Climate – we will raise awareness about the environment and encourage people to act for a sustainable future.



Place – we will celebrate North East England, inspire local pride and use our resources to support research, innovation and economic regeneration.

Contents

5 About us

13 Job Description & Person Specification

8 Organisational Overview

14 Working for us

11 Role Description

16 The North East

17 Recruitment process & next steps



The Role

TWAM Enterprises Limited is looking to appoint an experienced and dynamic commercial leader with a good understanding of operating successful commercial activity within a museum, charity or heritage environment.

About us

Tyne & Wear Archives & Museums (TWAM) is a major regional museum, art gallery and archives service. We manage a collection of nine museums and galleries across Tyneside and the Archives for Tyne and Wear. We hold collections of international importance in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences.

TWAM is supported by the four local authorities in Tyneside and Newcastle University. TWAM is also a National Portfolio Organisation funded by Arts Council England.

TWAM Enterprises Ltd (Company number 10940488) was established on 1 May 2018 following a major review of TWAM's governance structures. Its purpose is to undertake commercial and enterprise activity to support TWAM's mission and commitments by increasing self-generated income, through retail operation, venue hire and catering.

The company limited by shares is wholly owned by the five 'partners'; Gateshead Council, Newcastle City Council, North Tyneside Council, South Tyneside Council and Newcastle University.

The current directors are:

- Geoff Hodgson** (Chair)
- Cllr Angela Douglas**, Director
- Nicola Short**, Director
- Amy James**, Director
- Keith Merrin**, Director, Tyne & Wear Archives & Museums
- Jackie Reynolds**, Head of Finance, Governance & Resources, Tyne & Wear Archives & Museums

Growing sustainable income streams is essential for TWAM to be able to continue serving our communities and ensure our work can respond to local and global challenges connected to equality, wellbeing, social mobility, place and climate.

Our venues



Newcastle upon Tyne



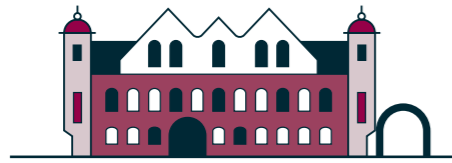
Hatton Gallery



Great North Museum: Hancock



Laing Art Gallery



Discovery Museum and Tyne & Wear Archives



Shipley Art Gallery

Gateshead



North Tyneside



Stephenson Steam Railway

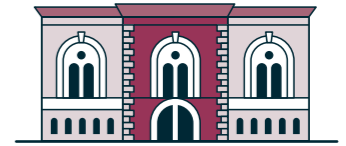
Segedunum Roman Fort



North Sea



Arbeia Roman Fort, South Shields



South Shields Museum & Art Gallery



South Tyneside



Organisational overview

TWAM Leadership Team:

This post will be a part of TWAM's Leadership team and work with Leadership colleagues to sustain a culture of enterprise to secure the future sustainability of the organisation. You will help with the development of a clear strategic vision and management of resources, with a focus on ensuring that everyone in Tyne and Wear has access to archives and museums provision and that it has a significant and positive impact upon their lives.

Line management:

The Commercial Manager is line-managed by Jackie Reynolds (Head of Finance, Governance and Resources at TWAM, and a Director of TWAM Enterprises)

You will be responsible for line management of the Retail Operations Manager and Catering Manager.

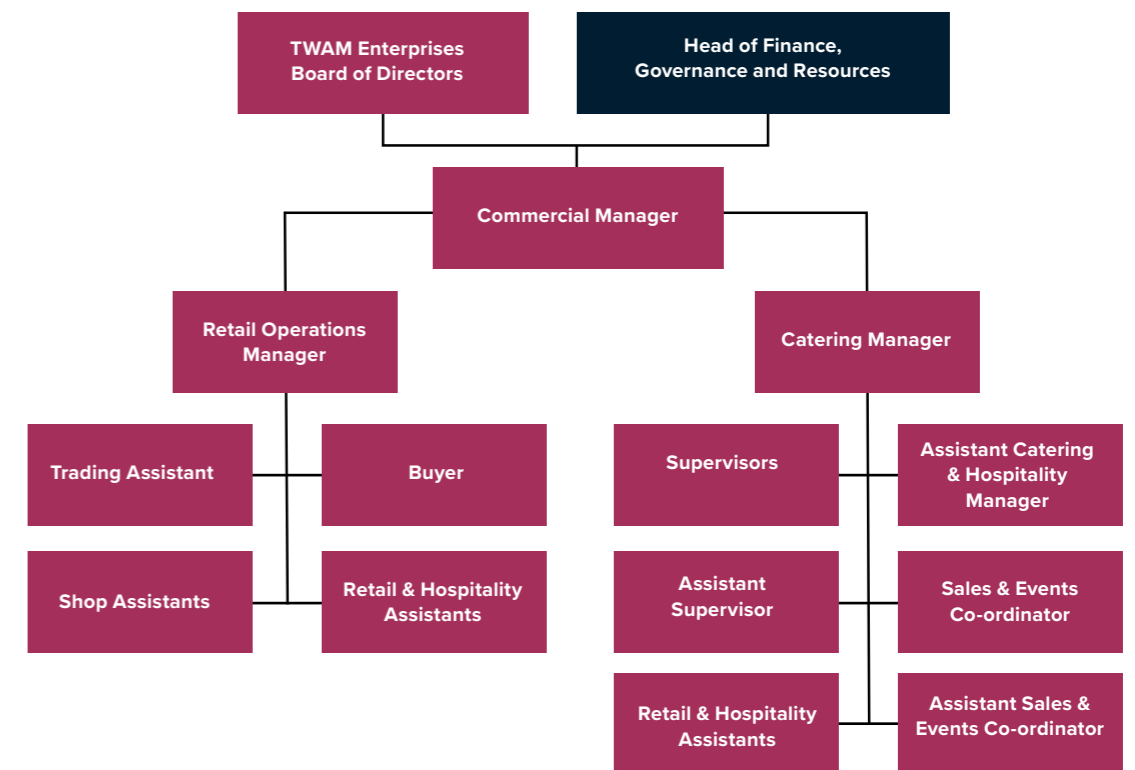
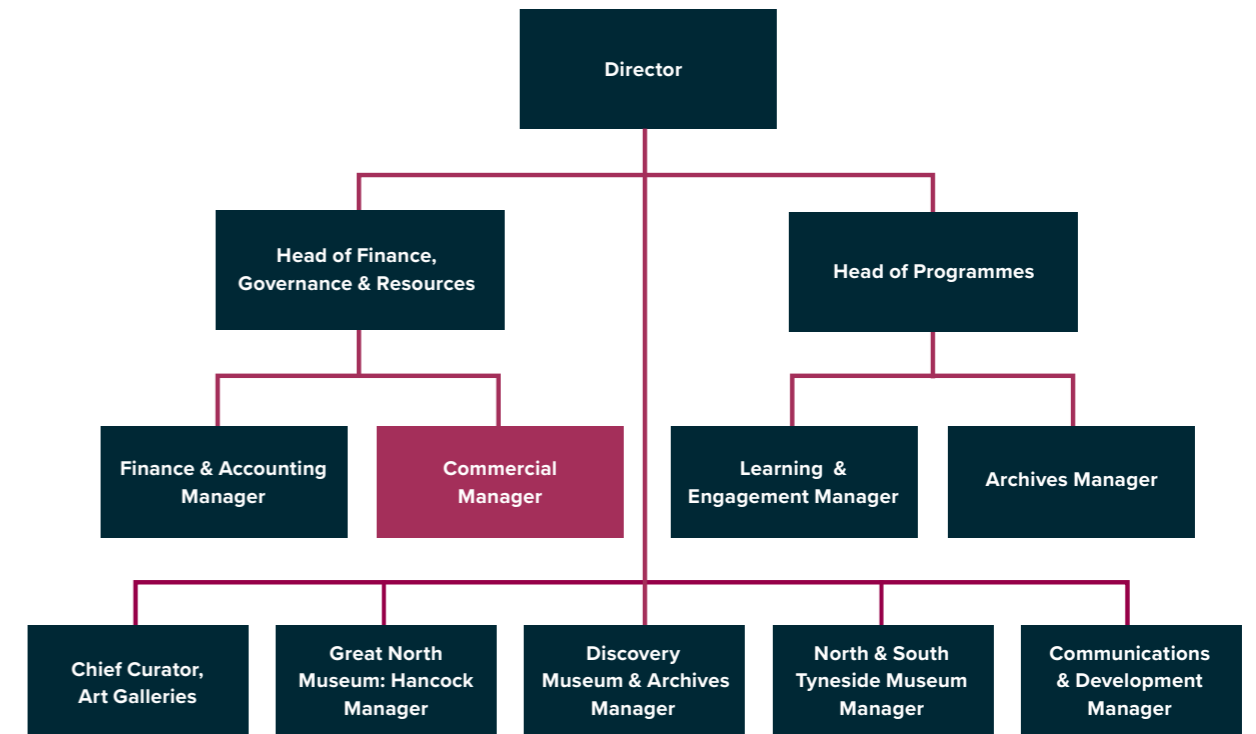
You will have ultimate responsibility for a 30+ staff team, developing and managing income streams for retail, cafes, venue hire, conference and banqueting, e-commerce, image licensing and reproduction.

Core to this role is developing income streams to achieve long-term financial sustainability through the company's commercial and trading activities.

Governing Body:

The Commercial Manager will report to TWAM Enterprises' Board of Directors. You will be responsible for the operational budget for your team and for meeting income targets. You will ensure that finances are managed carefully at all times, with appropriate procurement, value for money and budgetary control.

Structure and governance





Role Description

Post Title: Commercial Manager

About the role: Reporting to the TWAM Enterprises Board and line managed by the Head of Finance, Governance & Resources, this role will lead the overall commercial direction and development of all trading activities delivered by TWAM Enterprises Ltd to ensure the future sustainability of the organisation.

Main Responsibilities

- Provide commercial direction and management of TWAM Enterprises Ltd., creating a market-orientated business to develop new and existing income streams.
- Reporting to the TWAM Enterprises Board on performance against strategy, plans and target.
- Lead, motivate and develop the TWAM Enterprises team, recognising success, influencing to achieve the shared objectives and addressing areas for development.
- Work closely and proactively with both the TWAM Enterprises Board and Tyne & Wear Archives & Museums staff, maintaining awareness of strategic priorities, financial objectives and operational procedures.
- Ensure that all decisions are data led and that systems are in place to collect and interpret data in order to maximise income and impact.
- Maintain appropriate financial documents in accordance with the overall financial and administrative procedures of TWAM Enterprises Ltd.
- Work collaboratively in partnership with TWAM's Building Managers to improve the effectiveness of the commercial operation delivered in each venue.
- Develop mutually successful relationships with a wide range of partners including shareholders, suppliers and customers.
- Identify new markets through market analysis; develop and implement strategies for the delivery of new income streams.
- Maximise the income generated through TWAM Enterprises current income streams including retail, catering and venue hire.
- Ensure that all commercial areas and activities are operated in a safe way, and that policies and procedures are adhered to.
- Proactively promote and implement Equality in all aspects of employment and service delivery.



Knowledge, Skill and Experience

Essential

- Proven track record of developing and delivering sustainable commercial income streams, ideally within a museum/heritage/visitor attraction/ charity/social enterprise setting.
- A creative and entrepreneurial approach that drives income through innovation.
- Experience of being an effective, inspiring and motivational line manager in a commercial setting.
- Experience of working with profit & loss statements, budgeting, forecasting and cost benefit analysis.
- Strong business acumen and the ability to drive sustainable and 'green' revenue growth.
- Experience of running a profitable hospitality business.
- Excellent interpersonal skills and ability to communicate effectively with a wide range of stakeholders.
- A collaborative team-player who builds consensus and has the ability to drive projects forward to completion.

Desirable

- Experience of managing a retail outlet.
- Experience of E-commerce platforms.

Working for us

Working in North East England offers an excellent quality of life. TWAM Enterprises offer excellent terms and conditions of employment and a range of benefits to staff.

Commercial Manager

£46,400 pa.

Hours of work

37 hours per week. The postholder for this role will be required to attend evening and weekend events / meetings as appropriate.

Location

The post holder will have office space in Blandford House, NE1 4JA which is the home of Discovery Museum and Tyne and Wear Archives but also provides a base for the majority of our central support teams.

Remote working in line with business needs is supported.

Pension Scheme

NEST is the provider of our workplace pension scheme to help you put money aside for retirement.

Health at work

Health of our staff is important to us. We offer a occupational health service to employees and also offer a physiotherapy and vision screening service.

In addition to this we have an Employee Assistance Programme offering a free 24 hour confidential helpline to all employees and their immediate family. We also have an active Wellbeing staff group who take action to support staff mental and physical health.

Annual Leave entitlement

We offer an annual leave entitlement of 23 days, plus eight statutory bank holidays.

Learning and Development

We aim to ensure you have the skills and experience to carry out your duties effectively and make a full contribution to the overall success of the organisation.

Helping you go green

Staff can use pool cars for business journeys. This means they can travel into work by public transport or bicycle and avoids adding mileage to their own vehicles.

Give as you earn

Donations to charity can be made by deductions from salary.

Leave

In addition to maternity, adoption and paternity leave, we offer additional paid special leave. We will also support staff to take up paid Volunteer Leave to allow us to contribute to our communities.

Relocation Support through our Resettlement Scheme

For the right candidate we are able to offer relocation support for reimbursement of certain expenses reasonably incurred by new employees who find it necessary to move home solely as a result of obtaining employment with TWAM Enterprises Ltd.

Specific benefits

All our staff receive a discount in our venue shops and cafes and you will also be eligible for discounts and special offers from some of our Newcastle Gateshead Cultural Venue partners. We have also recently introduced access to certain staff benefits through 'Vivup.'

Probationary Period

All of our posts have a 3 month probationary period.



The North East

The North East is a diverse and exciting place to live. For many, the North East is associated with its rich industrial past but cultural regeneration has changed the area significantly. Our major towns and cities are situated close to rolling hills and countryside or our stunning coastline.

The Visit North East England website includes lots of information about the area, our culture, historical attractions, World Heritage Sites and dramatic landscape and will give you a taste of what we have to offer.

www.visitnortheastengland.com

Recruitment Process & Next Steps

The Closing date for applications is: **Monday 29 January 2024.**

Please submit your CV and covering letter to HRRecruitment@twmuseums.org.uk

Please tell us why you think you are the right person for this role and why you think we are the right organisation for you. Please use your covering letter to let us know how you meet the essential knowledge, skills and experience we've outlined in our pack, supported by your CV.

If you would like an informal confidential chat regarding the position, please contact Jackie Reynolds jackie.reynolds@twmuseums.org.uk

TWAM Enterprises Ltd recognises the positive value of diversity, promoting equality and challenging discrimination. We welcome and encourage job applications from people of all backgrounds and aim to be an organisation that reflects our audiences and communities.

Interviews will take place in person in Newcastle on **Tuesday 13 February 2024.**

We wish you every success with your application.

TYNE & WEAR
archives &
museums
ENTERPRISES

twmuseums.org.uk