



Commercial Director Job Descriptions and Qualifications

The content of this report answers 3 key questions:

- 1) [Should you combine Commercial Operations, Development and Sales & Marketing?](#)
- 2) [How to write a job offer that will attract skilled people?](#)
- 3) [Are there other arts institutions that have someone with a similar position?](#)

1) Should you combine Commercial Operations, Development, and Sales & Marketing?

- **Commercial Director positions are more and more sought after** due to the increase of cost pressures, changes in consumers behaviours, and the importance of having a strong digital strategy since several years, and this urgency has been further exacerbated by the COVID-19 pandemic. Fundraising and sponsorship activities are not enough nowadays. However **in the arts sector, numerous institutions still don't have someone specifically hired to manage revenue streams and their diversifications**, and if they do the person is usually attached to an existing department (marketing, development/advancement...). However, in non-profit sectors (education, healthcare, tech, etc.), it's very common to find commercial managers and commercial teams.
- In terms of organizational structure, a lot of organizations **separate communications, sales & marketing, and development** (eg. Dallas Symphony Orchestra). In very small structures, the Chief Executive usually fulfills these different roles. We came across **different nomenclature** for the type of position you've described:
 - Director Partnerships and Innovation
 - Head of Digital Development
 - Head of Commercial Development
 - Head of Development
 - Commercial Operations Director
 - Economic Development Manager
 - Head of Business & Development
- Finally, according to a Harvard Business Review about '[What It Really Means to Be a Chief Innovation Officer](#)' successful innovation leaders do two things. First of all, they are adamant about measuring their real-world impact, even though sometimes this is much more difficult than using process metrics like 'revenues generated". Secondly, they do not commit to those metrics at once, or accept external ones. Rather, they start by creating flexibility in their role which means that they have time to define their own metrics for success. For example, strengthening the digital strategy doesn't necessarily translate into an increase in revenues but in a better brand awareness.

2) How to write a job offer that will attract skilled people?

After going through a job search on platforms such as LinkedIn, we analyzed similarities among the missions, descriptions, and the requirements of seven organizations in the cultural sector and outside.

Similarities in requirements:

- All organizations indicated preference for candidates with a master's degree (though many required only a bachelor's). Additionally, organizations typically expected 5-10 years of leadership experience and someone that already worked in a similar position.
- Core Competencies for Desirable Applicants:
 - Track record of delivering ambitious income targets and developing profitable new income streams
 - Practical experience of fundraising from all principal areas of private sector support and knowledge of public sector funding
 - Draw up business forecasts in terms of objectives, budgets, organisation and resources
 - Strong knowledge in development, marketing, audience , and digital strategies.
- Desirable Skills:
 - Experience of working with multifunctional teams
 - A fluent communicator who can adapt to different audiences in ways that motivate and build trust and enthusiasm.
 - Ability to plan and prioritise a demanding workload and to meet deadlines.
 - Strong interpersonal skills, able to relate effectively and appropriately to a wide range of people during negotiations

Examples of job descriptions:

In the cultural sector:

[National Theatre - Head of Digital Development](#)

LinkedIn description of the job position

[Royal Shakespeare Company](#)

[- Head of Commercial Development](#)

[- Head of Digital Development](#)

LinkedIn description of the job position

[The Mary Rose - Commercial Operations Director](#)

This job description matches very well with what you're looking for. It also offers an idea of the salary expected for this position.

[Centre Pompidou - Economic Development Manager](#)

The Centre Pompidou has an economic and international development division in charge of international development, sponsorship, partnerships and consultancy, and the privatisation of spaces, which is quite rare for a museum. The job description is more oriented towards fundraising but the profile description is really effective and synthetic.

[Holburne Museum - Head of Business & Development](#)

Very detailed job description and qualifications. We don't recommend to have a description that long but this example is very useful as it clearly explains what is expected from the candidate and how he or she will work in collaboration with other departments on diverse topics : development, audience, marketing, business development, senior management.

Outside the cultural sector:

[Revolution Bars Group - Head of Growth and Digital / Marketing](#)

Example in the hospitality and bars industry

[Healthera - Head of Commercial Operations](#)

Example in the tech and healthcare sectors

National Theatre Head of Digital Development

This is the current employee's description of their job responsibilities taken from LinkedIn.

Working within the Broadcast & Digital department, my role is responsible for the creative and technical development of the digital interfaces between the NT and its audiences. I focus on developing forms of digital engagement and interaction around the NT and its repertoire of productions.

Whilst at the National Theatre I have been a producer on the documentary Making War Horse for More 4 revealing the creative process and groundbreaking techniques behind one of the most popular and acclaimed productions in the NT's history. I was also executive producer on: Alan Bennett and the Habit of Art, a BAFTA nominated film and winner of the Royal Television Society Award for Arts documentary; and Frankenstein: A Modern Myth, for Channel 4, exploring the relevance of Mary Shelley's Frankenstein to modern society using Danny Boyle's National Theatre production as a central reference point.

One of my most recent projects, fifty years of the National Theatre, an interactive timeline app for iPad recently won the multimedia award at the 2014 Learning on Screen Awards. Most recently I have set up the National Theatre Digital Lab, a scheme to ensure innovation is inherent within the organisation's approach to the development of the digital landscape.

Responsibilities: Digital strategy development, team establishment and development, leadership, digital production, digital revenue development, product development, audience engagement.

**Royal Shakespeare Company
Head of Commercial Development**

This is the current employee's description of their job responsibilities taken from LinkedIn.

- Identify, assess and develop new revenue streams across the organisation
- Represent the organisation to external stakeholders, including sitting on representative bodies such as the CWLEP Culture & Tourism Group
- Manage the RSC Live from Stratford-upon-Avon programme, working with the Director of Screen Productions on 4-5 live cinema broadcasts per year as well as managing all physical and digital secondary rights distribution, with a brief to maximise revenue and build new audiences.
- Oversee the Company's commercial licensing and publishing activity, including licensing income from video and images.
- Manage the global merchandise operation for Matilda The Musical.

Head of Digital Development

This is the current employee's description of their job responsibilities taken from LinkedIn.

Responsible for creating an innovative digital offer presenting the best of the Royal Shakespeare Company to a global audience; for bringing new thinking and the best fresh developments to the Royal Shakespeare Company to enable its progression; developing an evidence base that supports the Royal Shakespeare Company in celebrating and showcasing its achievements in digital; and working across departments and teams contributing to and helping to develop their activities in the digital space.

**The Mary Rose
Commercial Operations Director**

This is an actual job posting.

Salary: ~£65,000

Location: Portsmouth

The Role

The Commercial Operations Director is responsible for safe and successful operation of the Mary Rose Museum. They will be the Managing Director of Mary Rose Trading Ltd (MRTL) and responsible for driving revenue through commercial activities and identifying new streams of revenue and opportunities for the Trust.

They will also be a board director of Portsmouth Historic Dockyard Operations Ltd and represent the Mary Rose interests along with the CEO on the Joint Venture including but not limited to Marketing and driving visitor revenue, Strategic Dockyard Operations and the successful co-running of the Portsmouth Historic Dockyard visitor centre. Including chairing the weekly trading, monthly and quarterly business reviews and presenting at the Joint Executive Operation Board.

Working alongside the other members of the Mary Rose Executive Team (CEO, Deputy CEO, Head of Finance) they will help ensure the Mary Rose Trust meets its key objectives and 5-year strategy plan. The Commercial Operations Director leads on driving ticket sales to domestic and international visitors, as well as group sales and will be responsible for ensuring profitable operation. Maximising secondary spend is crucial, as is driving the Events & Functions business and developing profitable new income streams.

Working closely with Operations and Curatorial team, the Commercial Operations Director will ensure delivery of strong seasonal programming to appeal to key audiences, as well as working with the CEO/Deputy CEO and Senior Leadership Group to develop longer term vision for initiatives to refresh the exhibition offer.

The Person:

- Minimum of 5 years' experience of senior leadership role.
 - Extensive track record of driving profitability across multiple income streams in an audience focused industry, while inspiring teams to deliver exceptional customer service.
 - Significant and evidenced success in setting and delivering stretching income targets and developing profitable new income streams.
 - Significant and evidenced success of managing operations cost effectively, to deliver maximum profit.
 - Experience of working with multifunctional teams to develop high quality products for programming and refreshment of the offer.
 - Experience in consumer research, market segmentation, marketing (especially digital) and PR that drives positive business results.
 - Responsibility for setting and managing complex budgets of up to £5m.
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Centre Pompidou
Economic Development Manager

This is an actual job posting.

The Centre national d'art et de culture Georges-Pompidou is a multidisciplinary cultural institution with an international reach, dedicated to contemporary visual culture, where the visual arts are close to books, design, music and cinema. The Centre Pompidou welcomes about 3 million visits a year and employs more than a thousand employees.

The economic and international development division (Ddei) participates in the design and steers the implementation of the Centre Pompidou's strategy for developing resources in France and around the world (opportunities for international partnerships and travelling exhibitions, consulting and cultural engineering, patronage and philanthropy, corporate and brand relations, privatisation of spaces). The Ddei consists of three units:

- the international development department;
- the sponsorship, partnerships and consultancy department;
- the department for the privatisation of spaces.

Missions

Reporting to the Director of Economic and International Development, you implement the institution's resource development strategy for corporate philanthropy, partnerships and advisory activities.

In this capacity, you develop and manage all the promotional activities for prospects, patrons and partners. You define and implement strategies for the approach and loyalty of French or foreign companies and French or foreign donors, in order to finance the strategic projects of the Centre Pompidou, its exhibitions and events.

As part of your mission, you are in particular responsible for designing and implementing strategies to search for economic partners for various projects or offers (strategic projects of the Centre, exhibitions, events, pro school, etc...). You identify potential targets (competitive monitoring), define attractive offers and counterparties, develop and implement approach strategies. You coordinate the implementation of project presentation tools, if necessary with the support of external resources.

You must conduct partner and potential patron outreach operations, formulate offers in a responsive and responsive manner, and conduct negotiation phases likely to engage with the prospects approached. You will have to establish, if necessary, the agreements providing for the commitments of the partner (amount of counterparties, schedule, etc.) and those of the Centre (visibility, events, etc.)

You ensure the proper conduct of projects, the loyalty of partners, and the follow-up of monitoring the contractual relationship and maintaining and maintaining the management database in a rigorous and reliable manner.

Administrative schedules

Management Permanence

Availability on certain evenings and weekends (previews, openings, sponsorship and partnership operations)

Profile

You have a postgraduate degree in higher education or equivalent and have significant professional experience in similar roles. You demonstrate a very good knowledge of the French and international market, patronage and philanthropy, the main sponsoring companies and their past actions as well as the strategies of competing institutions and intermediaries. You have a good knowledge of the history of art and culture of the 20th and 21st centuries. You are aware of the legal and tax rules relating to corporate sponsorship.

Your know-how enables you to draw up business forecasts in terms of objectives, budgets, organisation and resources. You are able to weave and maintain a professional network, conduct and conclude negotiations and understand the problem of the interlocutor and provide attractive and attractive solutions (in the commercial sense of the term).

Your soft skills allow you to adapt your behaviour and your mode of communication to the different types of interlocutors or work situations encountered by demonstrating a high degree of interpersonal fluency and a certain sense of opportunity. You are able to work as a team, with rigor and method, within the imposed deadlines while demonstrating autonomy, initiative, creativity and synthesis.

You are familiar with standard office tools (Word, Excel, Power Point, etc.).

You are fluent in English and possibly a second foreign language.

Holburne Museum
Head of Business & Development

This is an actual job posting.

In a period of structural and cultural change for the organisation, the Holburne Museum in Bath is building a new senior management structure. We are creating the post of Head of Business & Development to work with Director Chris Stephens to secure the Holburne's future sustainability and to progress and consolidate the Museum's new direction.

Over the last three years, the Holburne has experienced a period of rapid change. With a new business model, in 2019 we returned a surplus for the first time and, before the coronavirus lockdown, in 2020 we more than doubled our previous record number of visitors and admission-related income. Emerging from the coronavirus emergency with support from Arts Council England and the National Lottery Heritage Fund, we now wish to consolidate this progress so that the Museum can approach its second century with confidence, energy and imagination.

Housed in a landmark building, the Holburne Museum is one of the UK's most respected regional art museums. Established as Bath's first public art gallery in 1882, with a unique collection of over 9,000 works of fine and applied art, we seek to bring the best art of all periods to Bath through quality exhibitions and an extensive outreach programme delivered by a small, ambitious team. In 2019 we agreed a new Vision to make the Holburne a place that uses art and the Museum's setting to create an open, welcoming, inspiring and empowering space for everyone. At the heart of this vision is the powerful relationship of art, creativity and social and personal wellbeing, encapsulated by our slogan Changing Lives Through Art. We seek to deliver our Mission with Ambition and Innovation, ensuring that we always do so in ways that are Inclusive, of the highest Quality, Relevant and Sustainable.

The Holburne currently receives no core public funding so the role of Head of Business & Development, who will oversee the Museum's fundraising and its commercial activity, is vital to the success and sustainability of the organisation.

This is an exciting opportunity to join the leadership of a major cultural organisation already embarked on a successful journey of change and modernisation.

Job Title: Head of Business & Development

Reports To: Director (CEO)

Responsible For:

- Fundraiser (P/T)
- Development Officer (P/T)
- Head of Communications (F/T)
- Head of Visitor Services (F/T)
- Shop Manager (0.5 FTE)
- Finance Officer (0.5 FTE)

Hours: 37.5 per week

Salary: c.£60,000 p.a.

In the absence of any core public subsidy, the Holburne Museum is entirely dependent on earned and fundraised income normally on a ratio of approximately 55% earned, 45% raised.

The larger part of the earned income is visitor-related, being from ticket sales (and associated donations and Gift Aid) and secondary spend in the Holburne Shop, our Garden Café and car park. The Holburne is committed to growing significantly its earned income through strong programming, dynamic and exciting marketing, an enhanced retail offer, and a Museum-wide entrepreneurial spirit. As well as growing the number of visitors, we are also committed to diversifying our audiences.

The Holburne's fundraised income of approximately £500,000 a year comes from a mix of corporate partnerships, including Bath's two universities, grants from charitable trusts and foundations, and from a family of supporters at different levels.

Purpose

The Head of Business and Development will provide the strategic lead that will secure and grow the Museum's earned income and develop new income streams, and will be responsible for raising the agreed annual target of revenue funding, leading the Holburne Future Fund Campaign with the Director.

Strategic And Operational Accountabilities

Development

To define and implement an effective fundraising strategy perfectly aligned with the Museum's values and goals, working closely with the Director and the Board of Trustees to ensure annual income targets (most recently £500,000 per annum) are met.

With the Director, to lead the Holburne Future Fund Campaign, raising at least £1 million by the end of 2024 which will be match-funded.

Revive, initiate and maintain relationships with key stakeholders with a view both to on-going revenue funding and longer-term major gifts and legacies.

Lead the management and expansion of the Museum's different membership groups (currently Friends, Patrons, Exhibitions Circle and Corporate Members).

Develop and implement an effective Legacies Campaign.

Identify funding opportunities in line with the Museum's strategic aims and specific planned and potential activity from statutory bodies, trusts and foundations and prepare effective applications.

Research and develop sponsors from the corporate sector, locally and nationally, for both project-specific support and on-going Corporate Membership.

Audiences

To deliver agreed ticket sales targets based on a %age growth of the most recent £350,000 pa.

To lead a Museum-wide commitment to develop audiences which better reflect our community, locally and nationally.

Oversee an effective Front of House operation that reflects and enhances the Museum's values.

To ensure the welcome and presentation of the site is of the highest standard and meets latest museum practices.

To lead development and maintenance of the Museum's website, ensuring its efficiency and innovative qualities.

To monitor the visitor experience.

Enhance the volunteer programme to align with the organisational values.

Business Development

The Head Of Income Generation Will Lead On The Generation Of All Secondary Earned Income And Will Ensure The Holburne Optimises Its Earning Potential By Instilling an entrepreneurial spirit across the entire Museum team.

Developing a new brand identity and ensuring the maintenance of that brand and its values.

Maximising visitors' secondary spend, growing current gross retail income of £140,000 pa.

Overseeing the Holburne Shop

Directing the Shop Manager to ensure an exciting, changing offer in line with the Museum's brand identity and vision

Setting clear income targets for retail.

Growing income by creating a destination shop and maximising individual spending.

Growing and maintaining the full potential of the Museum's online retail offer.

Managing the Holburne's relationship with its café provider, working with the Director and others to agree the repositioning of the café in line with the Holburne's vision which will define the contract renewal in 2022.

Ensuring the Museum's potential for venue hire is fully realised through clear packaging and effective marketing.

Ensuring the income potential of the Holburne's site, collection and team are fully realised.

Developing ideas for new income streams.

Marketing

This role will devise and direct the Museum's marketing, including:

Working with the Director and the team to define and promote the Museum's brand and brand values.

Positioning the Holburne as an exciting and innovative centre for creativity and wellbeing.

Devising and delivering a marketing and sales strategy in line with the brand and maximising net income.

Ensuring the Holburne's profile in the digital realm is to latest standards and in line with brand values.

Promoting a varied programme of activities with creative flair to draw increased audiences and further enhance the Holburne's national reputation.

Developing and nurturing partnerships locally and nationally.

Ensuring all activity is based on clear audience research and data.

Overseeing the Holburne's communications externally and across the staff and volunteer teams.

Senior Management

As part of the Senior Management Team the Head of Business & Development will:

Provide leadership and strategic direction, with the Director, setting priorities and goals for all forms of income at the Museum.

Support and promote the Holburne's commitment to diversity and inclusion in its governance, staff, visitors and programmes.

Act as deputy to the Director and represent the Holburne in the community, among peers and professional networks.

Attend the Board of Trustees meetings 4 times a year.

Person Specification

This is a wide-ranging role and we recognise that some of the best candidates may not have every demonstrable skill and experience listed below. So we would encourage those with strong transferable skills and the potential to learn new ones to apply, even if they cannot demonstrate practical experience of a particular area defined here.

Essential

- Practical experience of fundraising from all principal areas of private sector support and knowledge of public sector funding.
- Experience of securing major gifts and of dealing with sophisticated, high-net-worth individuals and their trusts and foundations.
- Track record of delivering ambitious income targets.
- Experience of successful business development and enterprise.
- Experience of marketing in a creative organisation.
- Experience of building compelling social media marketing campaigns and connecting with audiences via digital channels.
- A fluent communicator, with excellent written and spoken skills, who can adapt to different audiences in ways that motivate and build trust and enthusiasm.
- An experienced manager with a history of strategic planning and delivery.
- Ability to plan and prioritise a demanding workload and to meet deadlines.
- Strong interpersonal skills, able to relate effectively and appropriately to a wide range of people, and a team player with the ability to influence people.
- Ability to create, manage, and achieve budgets and strategic plans.
- Good organisational skills and attention to detail.
- A commitment to the arts and the work of innovative museums

Desirable

- Experience of working in retail within a cultural organisation.
 - Knowledge/experience of Front of House operations and/or event management.
 - Educated to degree level or equivalent qualification or experience.
 - Experience in growth and diversification of audiences.
 - Knowledge of / interest in visual arts.
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Revolution Bars Group
Head of Growth and Digital / Marketing

This is an actual job posting.

We are evolving our central Sales and Marketing teams into a more dynamic and integrated team, putting our guest at the heart of everything we do. This new role is responsible for building and developing the growth and acquisition strategy for Revolution Bars Group, encompassing all things digital from brand building to improving guest experience, generating leads and converting them into revenue. Thinking like a futurist, building a stand-out strategy and being involved in its implementation to begin with, and as you grow and prove the concept, so will your team.

You will work closely with the central sales and brand teams to translate their campaign requirements, as well as the local sites, to build digitally-led campaigns, constantly driving improvement across all channels from social and website, to app and e-commerce, meeting campaign targets. You will be the king of data and queen of conversion, understanding the digital landscape better than anyone else and harbouring a relentless curiosity to improving all that we do across the digital space. Your guiding metrics will be shared amongst the team and include NPS, Revenue, Retention, Conversion and Lead Generation.

You will need proven experience at Head of Growth, Head of Acquisition or Head of Digital level with experience in performance marketing within a consumer facing business. You are expected to work a 5 day working week (Monday to Friday). The nature of the business means that there may be occasions where you are expected to work evenings and weekends. This will depend upon the demand on the role and the calendar events that are occurring. Working patterns are flexible. This is a field based role which sees people manage their own diaries mixing between working from home and different sites throughout the week. Due to the current COVID outbreak all of our Support Centre employees are working remotely from home for the safety of themselves and others.

Salary range £50,000 - £60,000 + Car/car allowance

Overall Duties

Develop and implement a digital strategy for top-of-funnel growth and movement through the funnel to guest consideration, including but not limited to digital, acquisition and retention channels for all brands within the Revolution Bars Group portfolio in line with business objectives

Management and optimisation of website, SEO, paid digital, social, apps, email, paid social, data points and e-commerce platforms

Establish our digital identity for both brands, enabling a strong tone of voice that resonates with the target market and utilise trends

Build and lead a growth marketing team

Manage the digital campaigns within the agreed digital budget

Close management of multiple agencies including but not limited to social, digital and affiliate, driving best value

Support, educate and inspire the wider business across social and digital

Working with the Head of Brand Marketing, ensure guest insight and brand strategies are fully integrated with growth experiments

Understand customer psychology, motivations and behaviours to enable high performing conversion

Work with the commercial function to drive continual revenue optimisation through digital activity

Ruthlessly prioritise where time, effort and money are spent to generate the best outcomes across digital, customer and commercials

Work closely with Head of Brand Marketing, Brand Operations Directors, Head of Sales, Commercial, IT and the Business Development team to implement the digital elements of brand campaigns, improve the guest journey, overall digital experience and product & service propositions

Support the Head of Brand Marketing and Brand Marketing team in creating and delivering data-driven performance insight to inform decisions around always-on and one-off (often re-active) campaigns, constantly working to improve ROI for each

Support Head of Brand Marketing with supplier brand activity

Measure and report performance of all digital marketing activities against agreed KPIs and make recommendations to stakeholders in-line with business objectives and priorities.

Ensure close collaboration with local teams to ensure hyperlocal digital activity

We offer a benefits package which includes an excellent salary, bonus scheme, car allowance, the opportunity to work remotely, 50% discount on food and drink, pension scheme, personalised benefit platform "Revs with Benefits" and a minimum of 25 days annual leave.

The Company

Purpose: We create fun and memorable experiences with our teams and our guests

Vision: The place where everyone wants to be

Values: Integrity, Ambition, Recognition, Fun

Revolution Bars Group operates Revolution Bars & Revolucion De Cuba Bars. Currently made up of over 65 sites nationwide this is a very exciting time to join our award winning company.

Healthera
Head of Commercial Operations

This is an actual job posting.

About Healthera

At Healthera we are on a journey to digitise the medication and healthcare experience for millions.

We operate a leading healthcare platform that provides patients with medicines, healthcare services and products through the largest digital network of pharmacies in the UK. We are already working with over 1000 pharmacies with the reach of over 30 million patients, including national chains and independent local branches. Our technology empowers patients to access faster medicine delivery and personalised local medical care.

The Opportunity

Today we are going through a period of fast growth and our focus is to exceed customer expectations among all of our customers which include hundreds of thousands of patients, pharmacists, corporate stakeholders, and NHS organisations.

We have a rare and exciting opportunity for a Head of Commercial / Customer Operations to join our team. As a member of the management team, you will help devise our Customer Operations strategy and implement it day-to-day, taking full ownership of key customer metrics and oversee the growth of our platform. You will initially lead a team of Account Managers and Customer Support executives, and you'll contribute towards building a scalable customer operations team that effectively supports our growth.

We are looking for someone who has worked in a fast-growing technology start-up environment and has proven experience with scaling and expanding a platform product, helping B2B customers meet business objectives and ensuring consistency of service delivery.

Responsibilities;

Develop and lead the account management/customer success strategy and operations across all of our B2B customers, from corporates to independents, linking into the overall business strategy

Overall accountability for B2B and B2B2C uptake, revenue growth of the customer portfolio, and customer fulfilment.

Manage the operations service delivery both internal and client-facing.

Build a high performing team, by developing and working to agreed processes, mentoring team members, directing and measuring results, proactively resolving issues.

Own the relationships with our large corporate accounts, negotiating contracts and delivering services

Identify opportunities for sales through exceptional service delivery including contract up-selling and renewals; working closely with the sale function to devise offerings that increase the value we can bring to our customers

Being the voice of the customer, proactively input to the design and implement programmes to drive up app adoption and Platform usage across our pharmacy customers

Lead and project manage key customer operation projects, deploy new products and services among our current pharmacy customers, hitting stretching targets in adoption rate and transaction volume

Compliance to governance and any mandatory training programmes (information governance, ISO27001, etc)

We Are Looking For

Requirements

At least 5+ years of proven experience of Commercial / Customer Operations at a senior level, ideally within a platform / marketplace / B2B2C start-up or technology environment

Strategic thinker with the ability to implement a new unified operating model and drive performance improvements

Proficiency with CRM systems (vendor selection, configuration, reporting)

Experience in healthcare and working with the NHS is a plus

Experience in project management, account management or sales is a plus

Successful experience working with B2B accounts, marked by revenue growth and usage adoption

Experience leading a team within customer success function

Analytical skills, experience working with data

Efficient communicator with a "Can Do" attitude, able to operate in a diverse senior leadership team.

Benefits

What we offer

Competitive salary based on experience

Share options in the company's equity to allow you to directly benefit from the upside of the business's future growth

Company discount programme offering up to £3000 in savings per year

3) Are there other arts institutions that have someone with a similar position ?

Among our members we identified three arts organisations that have within their staff someone with a similar role to the one you are looking for. We are able to put you in contact with them if you want to gain insights on how they describe the role and define their org chart.

- Teatro Mayor
Laura Escobar - Deputy Director Partnerships and Innovation
- Dallas Symphony Orchestra:
James Leffler - Vice President of Development
Kim Burgan - Vice President of Sales and Marketing
- Austin Opera
Annie Buridge - General Director and CEO