

## **COVENTRY CITY OF CULTURE TRUST COMMERCIAL MANAGER (MATERNITY COVER)**

### **Reports to CHIEF EXECUTIVE**

**Role:** Commercial Manager (Maternity Cover)  
**Salary:** £39,000 - £42,000 per annum dependent on experience  
**Timescales:** Role to commence from January 2021, to be delivered until end of September 2021

### **CONTEXT**

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

This is your opportunity to be part of telling the story of the city that moves.

### **JOB DESCRIPTION**

The Trust is looking to appoint a Commercial Manager (Maternity Cover) managed by the Chief Executive, to oversee the development and delivery of food and beverage and retail trading by the Trust and its sub-contracted partners.

### **THE ROLE**

- To develop and deliver strategies, actions plans and budgets to achieve commercial trading targets

**COVENTRY CITY OF CULTURE TRUST**  
**C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP**  
**WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,  
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960  
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE  
REGISTERED IN ENGLAND AND WALES

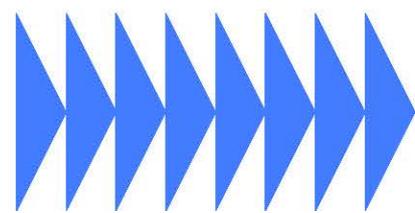
- To manage the Trust's outsourced merchandise and retail contracts, collaborating closely with the Trust's interim retail consultant
- To collaborate with Trust colleagues to maximise the food and beverage offer at all venues operated by the Trust, including, but not limited to the Festival Hub, Digital Gallery, and retail space
- Supported by HR and Team Development to recruit and manage a food and beverage team capable of delivering excellent service and achieving targets
- To work with Trust partners, including the BID, to devise initiatives that support local food and drink manufacturers and suppliers to get ready for the commercial opportunities that City of Culture will bring
- To work with the Development and Fundraising team to ensure that sponsors and supporters' requirements are met
- To provide a robust handover for the returning Commercial Manager, currently on maternity leave
- To ensure that the health and wellbeing of colleagues, partners and participants are always a key consideration of your work
- To work flexibly as a member of the Coventry 2021 team and contribute to delivering other elements of the team's work programme as required
- Actively engage with the organisation's vision and policies regarding equal opportunities and diversity, artistic ambition, participation and engagement, health and safety, evaluation, and monitoring
- To be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies

## PERSON SPECIFICATION

- Extensive experience of food, beverage and retail management, particularly in cultural or events settings
- Experience of achieving sales and profit targets
- Experience of delivering food, beverage, and retail elements of capital projects
- Knowledge of local and regional food and beverage providers
- Experience of supporting local suppliers to develop their businesses
- Demonstrable commitment to sustainability and environmental matters
- Experience of managing and motivating customer service and sales focussed teams



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- Excellent administration and organisation skills with strong attention to detail
- A can-do attitude, with experience of working with multiple partners with competing demands
- Competent across IT and software, including a strong working knowledge of Microsoft Office, and willingness to learn other software programmes
- An effective communicator, able to build and maintain relationships with colleagues, agencies, and partners
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners.
- To be based in, or able to move within commuting distance of Coventry.

## GENERAL

We aim to reflect all the city's communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates. Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

## PROCESS

Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post using the above personal specification as a guide.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at [www.coventry2021.co.uk/jobs](http://www.coventry2021.co.uk/jobs)

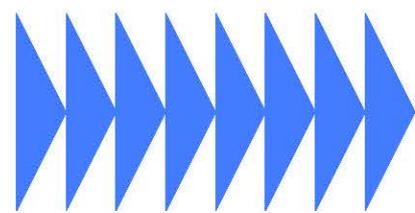
Applications should be sent in PDF format to [recruitment@coventry2021.co.uk](mailto:recruitment@coventry2021.co.uk)

## TIMETABLE

Advertised	Monday 23 <sup>rd</sup> November 2020
Applications close	Monday 14 <sup>th</sup> December 2020, noon
Interviews	Thursday 17 <sup>th</sup> and Friday 18 <sup>th</sup> December 2020



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Following government guidelines, interviews will likely be held via video conferencing software.

**Salary** – £39,000 - £42,000 per annum dependent on experience

## **TERMS AND CONDITIONS**

- This is a fixed term post until end of September 2021
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week with frequent and evening work required. Flexible working may be agreed.
- The salary is paid monthly in arrears.
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager.
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available.
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues.
- Main place of work is the Trust's Office with frequent attendance at meetings offsite. However, given current government guidelines most Trust employees are currently homeworking. The successful candidate will be welcomed into the Trust and supported through a remote induction process.
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month.
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK for duration of the contract.
- The candidate's contract of employment with the Trust does not come into force until the first day of work.

For more information about Coventry UK City of Culture 2021 visit [www.coventry2021.co.uk](http://www.coventry2021.co.uk)



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