



## Role description

<b>Job title</b>	Commercial and Marketing Manager
<b>Salary band</b>	Manager
<b>Reports to</b>	Director
<b>Responsibilities</b>	Marketing & Fundraising Officer
<b>Key areas of operation</b>	Marketing, retail, digital, commercial events
<b>Tenure</b>	Interim: 6-month fixed term contract
<b>Full time/Part time</b>	Full time
<b>Place of work</b>	25 Brook Street, London
<b>Hours of work</b>	40 hours per week, Monday – Friday, 09.00-17.00 including lunch break of 1 hour.  Some work during the evenings and to cover occasional weekends as required (for which time off in lieu will be given).
<b>Role Description approved</b>	01/10/2025

## Key responsibilities

### Leadership

- Lead all commercial activities at Handel Hendrix House to deliver against targets for visits, retail and venue hire
- Act as a senior leader in the organization, developing the museum and commercial offer in support of our mission, offering an inspiring example to colleagues and representing the organisation amongst peers, partners and stakeholders
- Work closely with the senior management team to ensure the smooth running of the museum and to balance competing priorities for resources
- Line-manage the Marketing and Fundraising Officer and lead other members of staff/volunteers as necessary to achieve objectives.

### Brand

- Own the Handel Hendrix House visual identity, ensuring it is used throughout communications effectively
- Collaborate with colleagues to ensure that the Handel Hendrix House commercial offer reflects the brand and values of the organisation

## Marketing

- Develop and implement a marketing plan across owned channels, digital platforms, influencers and traditional media to attract annual museum visits of at least 30,000
- Develop and implement a marketing plan to promote museum concerts and events
- Liaise with design agencies and media buyers to develop creative and campaigns
- Ensure Handel Hendrix House is actively networked among travel trade organisations to promote group travel and third-party ticket sales
- Effectively promote Handel Hendrix House commercial venue hire opportunities to drive new business
- Promote the Handel Hendrix House retail offer to visitors, supporters and new customers to support sales targets

## Digital

- Manage the operation and development of the Handel Hendrix House website
- Manage the operation of the ticketing system
- Develop user journeys that lead to high rates of conversion for tickets, Gift Aid, events and retail purchases
- Edit all web and digital commercial content to ensure it is accurate, clear and compelling
- Implement a schedule of regular customer e-communications to update consented customers about events, retail and opportunities to support the museum
- Support the Marketing and Fundraising Officer in creating social media content to drive awareness and engagement with the museum

## Retail

- Lead retail strategy covering onsite, online and (when relevant) wholesale and licenses to drive earned income for the charity
- Ensure a quality range of retail product for our target audiences is stocked and appropriately merchandised on site and online
- Build effective relationships with suppliers to ensure timely service, quality and value for money is achieved
- Manage all retail systems to ensure accurate recording and reporting of transactions and stock
- Develop new product ideas and sales opportunities to maximise income and brand reach
- Liaise with the Visitor Experience and Operations Manager to ensure that front of house staff can talk confidently to customers about retail product and have appropriate techniques for converting interest into sales
- Own the retail space in the museum ensuring the highest standards of presentation in line with the Handel Hendrix House brand
- Oversee online order fulfilment, ensuring cost effective and timely delivery of orders

### Commercial hires

- Manage effective communication between the museum and our commercial events partner to ensure that events are correctly booked into the diary and the requirements for each event understood by relevant museum teams
- Manage the strategic relationship with the commercial events partner, ensuring effective business development and fulfilment of bookings alongside the visitor-facing functions of the museum and conservation of buildings and collections
- Liaise with the Visitor Experience and Operations Manager to ensure that events are appropriately staffed and safely delivered

### Financial and Management reporting

- Ensure accurate records are maintained of transactions, stock and budget and that the finance, retail and ticketing systems are kept up to date
- Produce regular and occasional management reports on performance of visits, marketing, web, retail and events etc

### Other duties

- Perform other duties reasonably requested by the Director or Deputy Director

## Person Specification

Quality	Essential	Desirable
Attitudes and behaviours	<ul style="list-style-type: none"> <li>• Motivated self-starter able to work with minimal supervision and co-operates effectively as part of a team</li> <li>• Takes ownership of objectives and takes pride in high standards of delivery</li> <li>• Commercially minded, always looking to grow the resources of the charity to achieve greater impact</li> <li>• Professional outlook and manner and able to have fun at work</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to continual professional development and always looking for a better way of doing things</li> <li>• A passion for music, particularly either the music of G.F. Handel or Jimi Hendrix</li> </ul>
Experience and knowledge	<ul style="list-style-type: none"> <li>• Minimum of 5 years' experience in a similar roles or in a marketing or retail roles</li> <li>• Track record of managing budgets and achieving financial targets</li> <li>• Managing relationships with suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a museum or heritage site</li> <li>• Line management experience</li> <li>• Experience of setting budgets and objectives</li> <li>• Initiating relationships with new suppliers</li> <li>• Prior knowledge of the music of G.F. Handel and/or Jimi Hendrix</li> </ul>
Leadership and working together	<ul style="list-style-type: none"> <li>• Working in teams with colleagues with other specialisms</li> <li>• Achieving objectives by working with others, including managing upwards and sideways</li> </ul>	<ul style="list-style-type: none"> <li>• Developing and presenting strategies and plans</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• Degree or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant qualifications in retail, marketing, events or digital</li> </ul>

