



St Peter's and St Paul's Marlborough Trust Limited

ROLE DESCRIPTION-Business Manager

JOB TITLE:	St Peter's Trust Business Manager (Full Time)
REPORTS TO:	Chair of St Peters Trust Operations Subcommittee
SALARY:	Competitive Salary Depending upon Experience
DATE:	April 2021

PURPOSE:

This key position is new for the organisation and will develop over time reflecting the changing business environment and social restrictions. It also represents the first employed position as part of a new strategy to increase our engagement within the community.

Ultimately, this position will manage the day to day business and administrative activities of the St Peters Trust, including the development and running of its commercial operations, social media and co-ordinating event bookings. Importantly, the incumbent will act as the daily interface with the public welcoming visitors to the Church.

PRINCIPAL RESPONSIBILITIES:

Phase 1- Approximately 6-9 months (in conjunction with Trustee Subcommittees)

1. As part of the induction process, meet with trustees to understand the activities and culture of St Peter's; at a minimum, the chairs of each subcommittee and other key officers (Chair, Treasurer and Secretary)
2. Identify and assess business development opportunities for the West End of the Church; e.g. workshops, training sessions, pop-up shops and exhibitions.
3. Contribute to a membership survey to inform a near-term campaign to increase membership.
4. Review membership survey results and identify any opportunities that link to the West End business development, where possible.
5. Evaluate current social media channels against a set of agreed objectives and make recommendations
6. As required, provide a welcome and information service to visitors to the Church.

Phase 2- Approximately, 6-9 months into the position

7. Develop, schedule & manage the on-site Trust activities and events, particularly West End business activities and exhibitions
8. Develop and manage St Peter's Trust direct merchandising activities.
9. Maintain and update The Trust's Social Media channels on a timely basis.
10. Provide monthly (or bi-monthly) activity reports to the Operations Subcommittee.
11. Prepare quarterly reports for the Trustee Council as required.
12. Define the role for a part-time assistant to be managed by the Business Manager.



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SCOPE OF THE ROLE:

Planning and Marketing:

- Contributes to the development of Marketing and Promotional Plans
- Assists in identifying activities and local residents who may offer innovative business opportunities and will be likely to succeed in such undertakings
- Directly oversees the operation of booked workshops, exhibitions and the Trust Shop as well as any pop-up shops
- Contributes to the design and implementation of the Website and Facebook Page
- Monitors and tracks frequency of visitors.
- Manages performance of a part-time assistant.

Financial

- Seeks to maximize long term annual revenues from tours, events, hire fees and merchandising

Working Relationships

- Chair of the Operational Subcommittee.
 - Chair of the Trustee Council and other trustees
 - Existing and future licensees
 - Visitors and other users of St Peters.
 - Volunteers.
 - Suppliers
 - Part time assistant.
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KNOWLEDGE AND COMPETENCES

- Organisation and planning skills
- Advanced IT skills including social media
- Calm & flexible approach to problem solving.
- Well-developed communication and interpersonal skills.
- Financially astute
- Understanding how to be a team player

EXPERIENCE

- Self-starter with experience in working independently and making pragmatic decisions.
- Commercial development planning in not-for-profits
- Business reporting including financial statistics
- Experience of managing and developing people.
- Previous roles in retail/commercial or hospitality roles may be an advantage
- Charity experience and /or Voluntary service and participation may also be an advantage.



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KEY SUCCESS FACTORS

- Growth in commercial revenues to support delivery of Trust's public benefit objectives.
- Increased level of hits on social media platforms.
- Increased number of visitors to St Peters.
- Raised awareness in the general community of Trust activities.
- Development of part-time assistant.

Please send your summary details / CV and a cover note explaining how your skills and experience will fulfil the requirements of this position to: anmarienewbigin@gmail.com.