



Keighley and Worth Valley Light Railway Company Limited

The Railway Station, Haworth, Keighley, West Yorkshire, BD22 8NJ

Tel: 01535 645214

Commercial Manager

Purpose

To grow the KWVR's business by developing and owning the Railway's Marketing and Commercial Development Strategy, and ensuring its delivery by engaging and enthusing volunteers and by working with the Marketing Assistant, Catering team and Sales staff and volunteers.

The Commercial Manager will contribute to the initiation and development of new business opportunities and will provide constructive challenge to the Railway's commercial activities to help increase revenue generation and long-term profitability.

Essential personal characteristics

In order to succeed in this new role the Commercial Manager will need

- prior experience of the tourism industry and preferably its heritage sector
- ability to lead and manage volunteers, staff, and members of the public
- vision, determination, and the ability to motivate and enthuse others
- a comprehensive understanding of IT and the use of social media in improving revenue
- a polite and personable telephone and public facing manner
- a track record of improving revenue and/or footfall in a commercial environment

Hours

Up to 40 hours per week, probably on an annualised basis. Work on some weekends will be necessary and will involve attendance at evening meetings.

Salary

Negotiable based on qualifications and experience

Objectives and activities

a. Marketing and Commercial Strategy

- a. To present within six months of appointment a Marketing and Commercial Development Strategic Plan to the Commercial Director (or others as nominated by the Boards) for approval and to the Railway's Boards of Directors for review and to re-present the Strategic Plan document at least annually.

b. Marketing & Publicity

- a. To produce the annual Publicity plan in line with the marketing budget and Strategy Plan for approval by the nominated director(s).
- b. Develop a new emphasis on digital marketing and communications.
- c. Develop new markets and income-generating opportunities.

- d. Conduct market research and liaise with relevant networks to obtain market intelligence to inform the Railway's marketing strategy.
- e. To oversee and work with the Marketing Assistant and volunteers to ensure delivery of the Publicity plan, including
 - i. scheduling of paper-based publicity collateral;
 - ii. PR activities;
 - iii. Railway-based publicity materials;
 - iv. Oversight of the use of social media channels (Twitter, Facebook and Instagram); and
 - v. Ensuring the timely release of information for the Railway's website.

c. Commercial Operations

- a. To work with the Operations and Finance Managers to provide constructive commercial challenge of the Railway's activities.
- b. To have oversight of the delivery of Catering and Sales operations and to be responsible for the production of and implementation of the Railway's Catering Business Plan (for delivery and approval within six months of joining, and six-monthly updates thereafter).
- c. Co-ordinating the work of those volunteers and other staff involved in commercial operations.

Whilst responsibilities are reflective of the nature of the role there may be a requirement to work as directed occasionally.