

Job Description

Role Profile		Business Development Manager
Service/Team	—	Commercial Operations – Leisure Services
Reports to	—	Head of Leisure & Events
Responsible for	—	Queens Park Golf Club team and associated operations
Number of posts	—	1
Post number	—	
Career Grade	—	Band K

My job improves the quality of life for the people of Bournemouth Christchurch and Poole by ensuring this part of the job is delivered in this way which has this impact.

Job Overview

To manage, promote and develop the services at Queens Park Golf Course and associated operations to include securing of new income opportunities and the continued development and review of existing commercial activities in line with the Council's strategies and policies.

To analyse commercial markets, sales and income data and prepare strategies, plans and reports to maximise income generation.

To lead the team, building positive relationships with staff, stakeholders, partners, service providers and customers.

Key Responsibilities

- Undertake the operational management of a team of staff to ensure that they are supported, enabled and equipped to deliver effective and responsive commercial services.
- Undertake competitor analysis on key commercial activities, identifying market trends and commercial risks in developing commercial business and marketing plans review and consider the impact of competitor promotions and external market forces on fee structures, making change in responses.
- Develop the business plans for Queens Park Golf Course to shape the strategic direction with a focus on income generation and subsidy reduction.
- Manage and review key commercial services in order to maximise income, organise and deliver promotional activities and marketing materials, whilst developing, managing, and monitoring other communication channels for all key activities.
- Be part of the Leisure Management Team, helping to develop and deliver the objectives of the Leisure and Commercial Operations Service Plans.
- Produce and maintain specific data relating to commercial activities using them for analysis and producing commercial development plans for each activity to maximise income.
- Identify and apply for external funding opportunities, having a key link into national golfing trends and bodies.

- Review and develop all associated marketing material and advertising activity and its effectiveness in hitting key target audiences, monitoring customer feedback ensuring a positive customer journey implementing change as necessary.
- Manage develop and uphold the branding associated with each commercial activity ensuring that it complies and is in line with the Council's own branding strategy.
- Develop and maintain effective relationships and communications with internal and external stakeholders, including other agencies and partners, to share information and enable effective collaboration and partnership working.
- Oversee the management of Queens Park Golf Course in line with legislative policies and Council procedures including responsibility for all health and safety documentation.
- Manage allocated budgets and other resources, to ensure delivery of services within budget and make sure that appropriate resources are available to run the team or work area.
- Manage projects that directly impact the service area, in line with project management principles, to ensure that specified objectives and project deliverables are delivered on time and to budget.
- Produce internal and external tender documentation to bid for new commercial opportunities and/or outsource services.
- Deputise for the Head of Leisure & Events as required.

Specific Qualifications and Experience

- Degree educated, professional qualification, or equivalent experience.
- Knowledge of commercial research, development, and sales
- Knowledge of commercial marketing and promotional campaigns
- Knowledge of commercial business analysis techniques & practices
- Experience in producing and implementing marketing programmes and commercial business cases
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- Experience in driving changes and improvements from a customer insight
- Experience of managing staff, including performance management.
- Experience of managing budgets, forecasts, and resources.
- Experience of improving and implementing procedures.

Personal Qualities & Attributes

- Ability to analyse and interpret commercial & sales data and use this to plan and deliver required outcomes and improvements.
- Ability to plan and integrate related workstreams and projects within defined parameters and objectives.
- Ability to negotiate, influence, resolve conflict and deal with contentious issues appropriately and effectively to achieve required outcomes.

Job Requirements

- Must be able to travel, using public or other forms of transport where they are viable, or by holding a valid UK driving licence with access to own or pool car.

- Noting the site is operational 7 days a week, be able to provide a leadership support if required for situations outside of the normal working hours.

This job description is not exhaustive and reflects the type and range of tasks, responsibilities and outcomes associated with this post.