



## **COMMERCIAL DEVELOPMENT MANAGER**

The Royal Norfolk Agricultural Association (RNAA) is seeking to appoint an exceptional person to lead and drive forward the management and development of the RNAA's commercial activities including its events business Norfolk Showground Limited. This exciting post will lead income generation in support of the RNAA's charitable objectives and all other forms of commercial activity. Achieving success through growth is critical. A key part of the role will be promoting the facilities available for hire at Norfolk Showground and securing profitable third-party events bookings. The role is based at Norfolk Showground.

### **Responsibilities**

We are looking for a highly capable and driven individual who will support the Managing Director in all areas of commercial opportunities and development. As part of this role, the individual will be responsible for planning and delivering the commercial aspects of all RNAA-led events, including the Royal Norfolk Show – trade, sponsorship and other commercial arrangements.

S/he will have the following responsibilities:

- Develop and deliver an innovative strategy for maximising the commercial potential of Norfolk Showground.
- Lead the planning for all commercial activity relating to the RNAA's events – including the Royal Norfolk Show.
- Lead commercial partnerships ensuring an outstanding level of customer service.

### **About us**

The RNAA is one of the leading agricultural associations in the UK and exists to promote and support food, farming and countryside. With a vibrant and supportive membership, it is best known for the Royal Norfolk Show and many other industry related events and activities. Norfolk Showground Limited is our trading subsidiary and manages the RNAA's estate, Norfolk Showground, as a successful events venue.

### **About you**

Our new Commercial Development Manager will already be excited by the prospect of leading all aspects of commercial activity and generating growth through profitable sales. You will want to unlock the commercial potential of Norfolk Showground, being creative in developing new profitable uses of the Showground which also help to connect with the public. You will relish delivering a successful sales plan for the RNAA's events including the Royal Norfolk Show. You will be a self-starter; able to utilise and build your network of potential customers and be motivated by delivering a first-class service for all such customers and partners. You will apply your considerable commercial experience and your

entrepreneurial mind to boost the RNAA's income streams. Foremost you will have a passion for sustainable growth.

### **How to Apply**

To apply, please do so in writing, outlining why you feel you might be suitable for this role, including:

- an up-to-date CV
- a covering letter explaining why you are interested in this role, how your strengths and experience make you suitable for it and what you feel you could bring to the RNAA
- an indication of your current salary package and your expectation for this position

**Closing date for applications: Friday 7<sup>th</sup> May 2021**

**Shortlisted candidates will be invited to first interview by Zoom/Teams, with final interviews, held face to face, in Norwich.**

Applications by email to [julie@julierainford.co.uk](mailto:julie@julierainford.co.uk)

or by post, marked for the confidential attention of:

Julie Rainford  
HR Consultant  
Royal Norfolk Agricultural Association  
Norfolk Showground  
Costessey  
Norwich  
Norfolk  
NR5 0TT

The Royal Norfolk Agricultural Association is an equal opportunities employer.

**NO AGENCIES.**

<b>Job</b>	<b>Commercial Development Manager</b>
<b>Reports to</b>	Managing Director
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Develop and deliver an innovative strategy for maximising the commercial potential of Norfolk Showground.</li> <li>• Lead the planning for all commercial activity relating to the RNNA's events – including the Royal Norfolk Show.</li> <li>• Lead commercial partnerships ensuring an outstanding level of customer service.</li> </ul>
<b>Duties and Responsibilities</b>	<p><b>Lead the planning for all commercial activity:</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities and options for commercial growth and development.</li> <li>• Develop marketing and supporting materials to promote commercial opportunities at Norfolk Showground.</li> <li>• Devise the commercial plans for the Royal Norfolk Show and other RNAA events, focussing on trade, sponsorship and hospitality opportunities.</li> <li>• Implement arrangements for commercial cross-event selling.</li> <li>• Maximise the take-up of trading space, hospitality and sponsorship.</li> <li>• Oversee the management of enquiries and bookings.</li> <li>• Prepare event/commercial contracts with third parties.</li> <li>• Contribute to event planning processes.</li> <li>• Act as line manager for commercial and events focused staff (not estates team).</li> </ul> <p><b>Promote commercial opportunities and secure bookings:</b></p> <ul style="list-style-type: none"> <li>• Design and implement a venue marketing campaign.</li> <li>• Proactively secure third-party bookings for Norfolk Showground Limited.</li> <li>• Prepare event bookings for handover to Site Delivery Manager.</li> <li>• Ensure representation at network and industry group meetings.</li> <li>• Attend local Safety Advisory Group meetings.</li> <li>• Ensure standards of health and safety are applied for all site activity.</li> <li>• Ensure compliance with all regulatory and legal requirements.</li> <li>• Create and review event-related risk assessments where necessary.</li> <li>• Work closely with the Site Delivery Manager to ensure seamless transition from booking to delivery.</li> <li>• Provide exceptional customer care and support.</li> <li>• Ensure prompt invoicing to all third parties.</li> <li>• Ensure the RNAA operates within the limitations of its Events Licence.</li> <li>• Act as the Licence Holder.</li> </ul> <p><b>Lead commercial partnerships ensuring outstanding levels of customer service:</b></p> <ul style="list-style-type: none"> <li>• Engage with existing and potential customers to build lasting commercial relationships – act as account manager.</li> <li>• Support the MD in the development of commercial projects.</li> <li>• Maintain accurate and accessible customer information via Showbiz and other databases.</li> </ul> <p><b>As a leader:</b></p> <ul style="list-style-type: none"> <li>• Lead the sales and events team as line manager.</li> <li>• Encourage a culture of proactive sales.</li> <li>• Be an exemplar of the highest standards of customer service.</li> <li>• Any other tasks and responsibilities delegated by the MD.</li> <li>•</li> </ul>

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to seize the initiative and exploit opportunity.</li> <li>• Sales and commercial experience.</li> <li>• Experience of sales within an events business.</li> <li>• Delivering profitable events.</li> <li>• Excellent communication skills; verbal and written.</li> <li>• Outstanding ability to engage with clients and customers.</li> <li>• First rate organisational skills and management experience.</li> <li>• Excellent administration skills and high levels of organisation.</li> <li>• A good working knowledge of Microsoft Office packages.</li> <li>• Ability to liaise with people at all levels and deal with situations calmly and effectively.</li> <li>• An understanding of financial planning for events and activities.</li> <li>• Confidence to motivate and lead others.</li> <li>• An eye for detail and a can-do attitude.</li> </ul>
<b>Scope</b>	35 hours per week and a willingness to go the extra mile during busy periods.

## Person specification

Key Competencies	Essential	Desirable
Qualifications	Maths and English at GCSE.	Diploma/degree standard: business/sales/marketing
Experience & Knowledge	Experience of sales and commercial activity.	
	Experience of planning and delivering outdoor and indoor events.	Experience with agricultural shows/fairs and other major outdoor events.
	Implementing sales and marketing plans.	
	IT competency including Microsoft Office 365 and tools is essential.	Background in commercial events/sales/business growth.
Abilities & Skills	Confident in engaging with people at all levels and in any situation; proven experience of building relationships at very senior levels.	Able to act as an ambassador for the RNAA and work with a wide and diverse range of stakeholders.
	Excellent interpersonal skills. A genuine team-player with strong listening, negotiating and persuasive skills.	Ability to manage performance and develop team working.
	Excellent verbal and written communication skills. Ability to manage relationships with tact and diplomacy.	
	Shows integrity, professionalism and empathy with the mission and ethos of the RNAA.	
	Awareness of Equal Opportunities.	
	Willingness to undertake training and development as required.	
Other	A natural ability to lead.	