

Welcome to the Field Studies Council (FSC)



Commercial Director

National (with attendance at FSC Head Office in Shrewsbury as required)

FSC is an independent charity which receives no core funding from statutory sources and therefore relies on fees paid by our visitors and the generosity of donors, trust funds and grant awarding bodies to finance our activities.

Entering into a new strategic plan, and with a new dynamic and visionary CEO in place, FSC has big ambitions to increase the number of people who get to benefit from these opportunities and to further strengthen its commercial performance. We are therefore looking to recruit an experienced Commercial Director, who can demonstrate considerable recent success in a similar, senior commercial position preferably within the educational / residential or hospitality industries.

This is a new role that will be crucial for FSC to deliver its growth ambitions and will enjoy the support of the Board, the CEO and the senior team. It will also be a high-profile role, with the post holder's performance being under considerable scrutiny. The successful candidate will need to have the resilience and drive to ensure success and the ability to mould the ways of working of the charity to deliver this key growth objective.

If you have what it takes to make a difference to this leading UK environmental education charity, then we want to hear from you.

Included in this pack is the key information relating to our **Commercial Director** vacancy:

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- Information about FSC and FSC Head Office (also visit www.field-studies-council.org)

How to apply:

For all recruitment information please go to our vacancies page at: <https://www.field-studies-council.org/working-for-the-fsc/>

To apply for this position please send a CV with a full covering letter to: recruitment@field-studies-council.org
OR

Human Resources, FSC Head Office, Preston Montford, Montford Bridge, Shrewsbury, Shropshire SY4 1HW

The closing date for receipt of your completed application will be 12 noon on Monday 25 November 2019

Interviews are scheduled to take place at FSC Head Office in the week commencing 9 December 2019

Shortlisted applicants will be contacted by email.

If you have any queries regarding this vacancy please call Human Resources on 01743 852138. We look forward to receiving your application in due course.

Mark Castle
Chief Executive

JOB SPECIFICATION

JOB TITLE:	Commercial Director
LOCATION:	National (with attendance at FSC Head Office in Shrewsbury as required)
GRADE:	Director FSC Salary Grade: Scale Points 40 – 44, currently £70,700 - £84,311 p.a. (plus bonus may be available)
REPORTS TO:	CEO
Job Purpose:	
<p>To create and implement a strategy that identifies opportunities and delivers a consistent trajectory of commercial growth and resilience for the FSC, enabling the achievement of agreed key targets in the areas of:</p> <ul style="list-style-type: none"> ○ Financial performance of the charity, measured by revenue, occupancy, yield and utilisation ○ Increasing the number of new customers to FSC, from both existing and new market sectors ○ Customer satisfaction levels ○ Repeat booking levels <p>The post will include the need to travel to FSC locations and other venues across the UK and occasionally abroad, and will involve some overnight stays</p>	
Key Accountabilities:	
•	Providing strategic leadership and operational management of the marketing, sales, publications, business development and charitable fundraising functions within the FSC
•	Creating and implementing a brand strategy that will allow the FSC to engage in a wider market and attract new audiences as part of an overall sales and marketing plan
•	Creating and leading the go to market strategy for all products in both B2B and B2C markets
•	Creating and implementing a sales management strategy that will enable all sales functions to thrive in a supportive, yet challenging environment: this should include regular reporting and scrutiny of every aspect of the sales pipeline
•	Creating and implementing a product development strategy that will increase the revenue, occupancy and yield created by a network of FSC locations and on-line via e-commerce
•	Developing the means necessary to collate and analyse the management information required to enable evidence led decision making
•	Identifying and recommending to the Board new opportunities for growth – with any associated business cases for investment

•	Representing FSC and its charitable purpose throughout the industry, building upon your existing network of contacts to increase the commercial success of FSC
•	Taking full responsibility for the commercial returns of the products promoted, working in conjunction with the relevant teams as required
•	Developing long term, trusted relationships with key clients and stakeholders in order to develop high levels of retention and repeat bookings
•	Working with the CEO, Directors of Finance and Infrastructure, Head of HR and the operational Heads of Group to provide leadership to the organisation
•	Working alongside Heads of Group and relevant managers to ensure that all of your commercial strategies are implemented effectively and to ensure robust management practices are in place
•	Developing a high profile with relevant industry contacts, positioning FSC as the authoritative market leader in the sector
•	Being part of the Charity's on-call team – on a rota basis with other senior staff for times when Head Office is not open to deal with customer issues and respond to emergencies
•	Attending and presenting papers to the Board and other FSC Committees and meetings as required
•	Undertaking any other such reasonable duties requested by the Chief Executive Officer
•	Fulfilling all obligations under FSC's Behaviour Partnership
•	Ensuring compliance with all relevant legislation / FSC Operating Codes of Practice (OCOPs) / FSC Health and Safety Handbook / Employee Handbook and FSC Procedures.
Essential Skills, Experience and Qualifications:	
•	Qualified to degree level or equivalent
•	5+ years' recent senior management experience in a similar Director level position, including demonstrable experience of operating at a strategic level
•	Proven experience of developing and implementing commercial strategies that allow for fluctuations in levels of demand, profitability and revenue
•	A current successful track record of achieving sales growth in a multisite network, ideally in the educational / residential / hospitality industries
•	A proven track record of providing entrepreneurial leadership to sales and marketing functions, ideally in educational / residential / hospitality industries, with a mix of B2B and B2C sales strategies
•	A proven ability to lead significant cultural change – to drive financial growth
•	Ability to inspire, manage, mentor and monitor teams with a diverse range of skills, experience levels and locations

•	Experience of leading the full spectrum of marketing disciplines, from PR to digital as part of an integrated sales and marketing plan
•	Ability to create and lead new teams and new ways of working, thereby creating a high-performance culture across many locations
•	Demonstration of success through effective management and influencing of partnerships and networks, having an existing network of contacts and a well-regarded profile within this industry category
•	Genuine passion for inspiring people to understand and love their natural environment
•	Excellent time management, project management, organisational and leadership skills
•	In-depth knowledge of market analysis and metrics
•	Strong interpersonal skills, an ability to eloquently convey complex ideas and a good instinct for business
•	Ability to travel extensively throughout the United Kingdom and occasionally abroad to fulfil the needs of this role
•	Strong knowledge of Microsoft office
•	Full valid driving licence: due to the need to travel and the remote nature of some FSC Locations the post holder will need to be able to drive. To drive FSC vehicles you will need to have a full valid driving licence, to have been driving for at least two years, and undertake an internal assessment on commencement in the role
Desirable Skills, Experience and Qualifications Required:	
•	Membership of a professional body, e.g. Chartered Institute of Marketing (CIM); Institute of Directors (IoD)
•	MBA
•	Experience of selling residential or non-residential courses within this industry area
•	Understanding of, and experience in, delivering commercial growth within the not for profit, private sector
•	Ability to apply commercially focussed strategies and ways of working sensitively, demonstrating that they support the charities objectives
•	Understanding of the educational residential market with experience of selling to the UK schools network
•	Track record of delivering commercial growth, within a not for profit organisation
•	Experience of challenging and changing ways of working within traditional organisations
•	Higher level management qualification or appropriate demonstrable experience
•	Empathy with the Charity's values and culture

Competencies Required:	
•	Leadership – strong, consistent, clear, inspiring others, integrity, ability to drive through effective change
•	Empowering others – delegation of trust, correct controls, feedback, communicating accountability and responsibility
•	Action orientated – ability to deal with problems in appropriate timeframes and with precision
•	Driven by results – decisive, confident addressing problems and opportunities, challenging activities to improve performance, demonstrating willingness to challenge accepted methods and standards
•	Resilience – comfortable with uncertainty and constantly shifting operational landscape, and ability to embrace and lead adaptive changes
•	Strategic agility – recognition of changing needs, acting at speed and with accuracy in response, reacting rapidly and effectively to challenges
•	Exceptional communication skills – clear, concise written and spoken abilities to communicate effectively to a wide variety of people and audiences at all levels, both internally and externally, and ability to demonstrate strengths in listening and adapting – an adept public speaker with the ability to write and present policy and strategic papers clearly and effectively
•	High standards – demonstrating a motivation to improve standards and thereby making a real difference, challenging inadequate practice and devising effective solutions
•	Integrity and trust – demonstrating a sense of commitment to openness, honesty, loyalty and high standards in undertaking the role
•	People management – demonstrating commitment to working and engaging constructively with internal and external stakeholders

Date: October 2019

SUMMARY OF MAIN TERMS AND CONDITIONS

Contract Term:

This is a permanent position.

Remuneration:

FSC Grade: Director

FSC Salary Grade: Scale Points 40 – 44, currently £70,700 - £84,311 per annum (plus bonus may be available).

The point of entry within the salary grade will be dependent upon skills, qualifications and experience. Further incremental progression within the grade will be subject to meeting required standards and satisfactory individual performance reviews.

The salary is paid monthly in arrears by BACS transfer. The salary scale is reviewed annually.

Hours of work:

The hours of work are based on a notional average of 40 hours per week, however, for a post of this nature you will be expected to devote such time as is necessary for the proper carrying out of your duties. This will include some evening and weekend work and there will also be the requirement to attend meetings and events at other locations as required.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equivalent to 5.6 working weeks during a complete holiday year. This entitlement includes the Public/Bank holidays or substitute days (as defined in FSC's Employee Handbook) when they fall on a contractual or scheduled day of work. Anyone who joins part way through the year will receive a pro-rata entitlement of the 28 days.

In addition to the above, we recognise and reward staff loyalty by awarding additional paid leave days, based on length of service, up to a maximum cumulative total of 5 additional days paid leave.

Pension:

The post-holder will be eligible to join one of FSC's Pension schemes.

Sickness:

During periods of certified sickness the post-holder will be eligible to receive sick pay in accordance with FSC's sickness absence procedures. The payment of sick pay is subject to compliance with FSC's rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Additional Employee Benefits:

These include an Employee Assistance Programme, Life Assurance* and Health Cash Plan with Westfield Health* (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at FSC Head Office on 01743 852119.

Probationary Period:

This post has a six month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as **Category A** (as defined in the FSC Code of Conduct) which means it is **exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). Applicants will therefore be required to disclose any convictions, cautions, reprimands or final warnings which are NOT protected as defined under the Act, and the successful candidate will also be required to undertake an **Enhanced plus Children's barred list check** with the Disclosure & Barring Service (DBS)

FIELD STUDIES COUNCIL: BACKGROUND INFORMATION

Field Studies Council (FSC) is an environmental education charity providing informative and enjoyable opportunities for people of all ages and abilities to discover, explore, and understand the environment.

Our Mission is to bring environmental understanding to all.

Our Vision is inspiring environmental understanding through first-hand experience

What we believe -

FSC believes that the more we understand about and take inspiration from the world around us the more we can appreciate its needs and protect its diversity and beauty for future generations.

In all we do, we are committed to:

- ***Delivering first hand experiences.*** FSC uses the environment to inspire. Taking in its sights, sounds and smells has the ability to motivate, deepen knowledge and broaden horizons.
- ***Providing opportunities for everyone.*** FSC strives to provide opportunities for everyone regardless of age, ability or background.
- ***Sustainability for the future.*** A commitment to the environment is at the heart of everything FSC does: how we run the charity, what people learn on our courses and through our publications.
- ***A caring attitude.*** From the way we treat our customers, our staff, the environments we work in and the feel of our locations, FSC demonstrates a personal approach with great care taken in everything we do.

What we do -

For more than 70 years FSC has touched the hearts and minds of people of all ages through courses at our network of learning locations, work overseas and the production of resources. Each year over 140,000 people experience FSC many through a visit to one of our learning locations

- Learning outside the classroom experiences with their school, college or university
- Professional training courses for environmentalists and teachers
- Natural history courses
- Identification guides and free resources
- Funded projects both in the UK and abroad
- Art courses
- Family holidays
- Campaigns for the right to outdoor learning and fieldwork

Some of the FSC's proudest moments have arrived when trying to reach those who would not be able to have an FSC experience without some help. In 2014, thanks to FSC members and donations from individuals and Trust Funds, we were able to provide support for over 1000 young people who otherwise would not have been able to take part.

Despite all that we have achieved so far, we hope to provide even more opportunities for people of all ages and abilities to discover, explore and understand the natural world. However, as an Investors in People charity, we realise we can't achieve this without staff that have a real passion for the work of the charity and a pride in their role within it. Every role in the charity is vital to delivering its mission and vision – if this inspires you and you meet the requirements of the post, we would love to hear from you.

FSC Head Office

FSC Head Office is based in a rural location 4 miles west of Shrewsbury, close to FSC's Preston Montford Field Centre, near Montford Bridge. FSC Head Office provides a number of central functions to support the work of the charity and to support our Learning Locations.

For more information on the FSC please visit our website: www.field-studies-council.org