

Art Academy

JOB TITLE:	Commercial Director
ACCOUNTABLE TO:	Principal
RESPONSIBILITY FOR:	Art Academy Enterprises team
WORKING CLOSELY WITH:	Executive Team
HOURS:	37.5 hours per week (5 days a week, 9-5pm)
HOLIDAY:	30 days plus bank holidays (Including 5 days at Christmas)
SALARY:	£52000 - £55000

About the Role

Art Academy Enterprises Ltd is a newly established commercial entity, wholly owned by the Art Academy, focused on generating income through commercial activities such as events, gallery hire, retail, hospitality, marketing services and international education. We are seeking an ambitious and entrepreneurial Commercial Director to lead and grow the enterprise, playing a critical role in developing our revenue streams while contributing to the wider strategic vision of the Art Academy.

This is a senior leadership position, working alongside other executive directors within the Art Academy and reporting directly to the Principal. You will oversee commercial operations, driving new initiatives and income generating activities, and helping to embed a dynamic, mission-aligned culture within the enterprise team.

Primary Duties and Responsibilities

1: Strategic Business Development

- Working with the Principal and with the support of the members of the Enterprise board, to set and shape the strategic direction of the commercial team with short-, medium- and long-term goals and deliverables.
- Lead the development and implementation of commercial strategies across all enterprise revenue streams.
- Translate organisational goals into actionable business plans, with measurable KPIs., establishing potential risks and returns from new and evolved commercial propositions.

- Identify and respond to commercial opportunities with the potential to deliver new revenue streams.
- Oversee the successful implementation of the departmental strategy and manage the stages of its development and delivery.
- Prepare annual budgets and forecasts. Monitor and report on KPIs, taking appropriate corrective action where necessary.
- Identify, advise, and deliver on systems to improve profitability, activity management, reporting and operations.

2: Operational Leadership

- Oversee the delivery of all enterprise commercial services including - but not limited to - events, gallery hire, the Academy shop, café, team-building experiences, and international summer school.
- Establish efficient systems and processes to support sustainable commercial operations.
- Ensure all services meet high standards of customer experience and alignment with the Art Academy's vision and mission.

3: Team Management and Development

- Recruit, develop, and manage staff within the commercial team.
- Build a strong team culture focused on delivery, collaboration, and innovation. Lead performance management and staff development initiatives within the commercial team.

4: Financial Oversight

- Set income and expenditure targets in line with business plans.
- Monitor and manage the Art Academy Enterprise budgets, ensuring strong financial performance.
- Produce regular financial reports and forecasts for the Principal and Board.

5: Events and Creative Days

- Market Art Academy Enterprise events and partnerships, finding new clients and developing new business.
- Develop and plan events for external organisations, working with the Development Coordinator to ensure their efficient organisation and management, achieving high levels of customer satisfaction.

- Work with the Development Coordinator and Short Course Programme Manager to plan and market Creative Days, liaising with Academy tutors for their delivery.

6: Shop

- Establish the Academy's shop, sourcing stock and managing sales.
- Market the Academy's shop, driving sales in line with KPIs.
- Ensure the development of robust systems and processes for efficient and accurate inventory management.

7: Cafe

- Establish the Academy's cafe, researching likely demand and working with the Executive Team to determine operating hours and the cafe offer.
- Market the Academy's cafe, driving sales in line with KPIs.

8. Marketing

Oversee the Academy's marketing strategy, for both Enterprise activities and Short Course sales, working with the Executive Team to determine marketing spend and activity.

9: Sales, Marketing and Partnerships

- Lead Enterprise sales strategies to maximise revenue across all income-generating areas.
- Oversee Enterprise brand development, digital marketing, and PR strategies.
- Build and maintain strategic partnerships with corporate clients, sponsors, and suppliers.

10: Governance, Compliance, and Reporting

- Ensure the Company operates in compliance with charity trading laws, and health & safety standards.
- Prepare reports and presentations for board meetings and investor communications.
- Work closely with the Principal and the Exec team to align the Academy Enterprise's commercial activities with the Art Academy's charitable mission.

11: Stakeholder Engagement

Represent Art Academy Enterprises in external meetings, negotiations, and networks. Act as an ambassador for the enterprise and the wider organisation, maintaining strong relationships with internal and external stakeholders.

Person Specification

Essential:

- Proven experience in a senior commercial or strategic leadership role, ideally in the creative, cultural, or hospitality sectors.
- Strong financial and operational management experience.
- Excellent leadership, communication, and stakeholder engagement skills.
- Demonstrated entrepreneurial mindset with the ability to scale commercial activity.
- Experience of marketing and sales.
- Experience reporting at board level and managing investor relationships.

Desirable:

- Understanding of working with arts organisations.
- Experience working in or alongside charitable organisations.

Terms & Remuneration

- Competitive salary commensurate with experience
- Pension and benefits package
- Opportunity to shape and lead a unique commercial venture at the heart of London's creative landscape