

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Commercial Operations Manager (CDM)	Accountable to: Associate Director, Catering, Retail & Accommodation Services (AD)
Contract Length: Full-Time Permanent 35 Hours per Week	Weeks per year: 52
Salary: £44,708 to £53,865 per annum	Grade: 6
Service: Catering, Retail & Accommodation Services	Location: Central London

Purpose of the role: Working as part of the Accommodation Services management team take lead responsibility for the management, administration and operation of the Summer Accommodation business, which is currently worth £1.2 million and targeted to grow year on year. The role has an even split between sales/income generation to initially attract the business and then administrative/operational detail to deliver what has been sold.

Duties and Responsibilities:

- Undertake the annual planning that is required to operate a successful Summer Accommodation business which includes (but is not limited to): setting rates, agreeing dates and availability of accommodation and liaising with the relevant property providers regarding planned maintenance and refurbishment of Summer Halls.
- Financial management of the Summer Accommodation business, including the collation and management of a full profit and loss account.
- Create and implement an annual sales strategy to achieve/exceed the annual income targets as agreed with the AD. This will necessarily include new business generation and key account management of existing customers.
- Work closely with the Communications Manager, to identify new methods and opportunities for sales campaigns including online & social media
- Establish excellent relationships with key internal departments such as the Language Centre and Short Courses. Identify opportunities to work more closely together and generate further income not just for Summer Accommodation but UAL more generally.
- In conjunction with the department's operational teams, plan how best to deliver the Summer Accommodation business. Provide regular communication and updates throughout the year to ensure they are kept up to speed with bookings and can input their ideas to improve and enhance the service.
- Undertake the necessary resource planning with regard to Summer Business, in particular the recruitment of temporary summer staff.
- Collect and analyse customer feedback, proposing any improvements to the service based on these findings.
- Act as the primary contact for the summer cleaning contractor, ensuring there are regular contractor meetings and undertaking initial negotiations regarding any proposed changes to the current SLAs.
- During the peak summer months work alongside the Summer Accommodation Co-ordinator, undertaking a range of administrative and operational tasks associated with the delivery of Summer

Business. This will include but is not limited to updating bookings, taking payments and allocating bedrooms.

- Manage and develop the Summer Accommodation team, which includes a permanent Summer Accommodation Co-ordinator and a team of temporary staff over the summer months.
- Undertake one-off projects as directed by the AD, for the purpose of generating additional revenue for UAL.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- Undertake continuous personal and professional development, and to support it for any staff managed through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- Undertake health and safety duties and responsibilities appropriate to the role
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations and be responsible for operational expenditure for overall nominated sites and account monthly for any variance against the itemised budgets
- Demonstrate a relatively flexible approach to working hours and show a willingness to travel across multiple sites as per business requirements
- While working on a standard Monday – Friday basis, there may also be need for the CDM to be on site at one of the UAL Halls of Residence for such events as:
 - VIP client/student events
 - New client's (first) booking or FAM trip
 - Student activity and engagement event
 - Possibly some early or late arrival for new/first time/VIP clients

Key Working Relationships:

- Associate Director – Catering, Retail and Accommodation Services
- Summer Accommodation Co-ordinator
- Communications & Marketing Manager
- Student Experience Manager (Social Programme)
- KX Project Manager/Systems Administrator
- Residential Operations Manager (and the wider Residence Management team)
- Management Accountant
- Language Centre and Short Courses Team

Job Title: Commercial Operations Manager**Grade: 6**

Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none">• University education in Sales, Marketing and/or relevant commercial experience
Relevant Experience	<ul style="list-style-type: none">• Demonstrable relevant experience, preferably in a university/education• Excellent communication and IT skills, including Power Point and Excel• The ability to influence and work with people at all levels• A good team player, who recognises the specific challenges of running a student accommodation service in tandem with a profitable business• Strong (proactive) sales and negotiation techniques• Willingness to travel between multiple UAL sites, as required• Willingness to attend such trade events & conferences as required, including those outside London/the UK
Leadership and Management	<ul style="list-style-type: none">• Motivates and leads a team effectively, setting clear objectives to manage performance
Professional Practice	<ul style="list-style-type: none">• Contributes to advancing professional practice/research or scholarly activity in own area of specialism
Planning and managing resources	<ul style="list-style-type: none">• Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	<ul style="list-style-type: none">• Works collaboratively in a team and where appropriate across or with different professional groups• Provides training (formal & informal) for the team so as to develop their commercial and business skills and improve chances for career advancement
Student experience or customer service	<ul style="list-style-type: none">• Builds and maintains positive relationships with students or customers
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none">• Suggests practical solutions to new or unique problems

Last updated: February 2018