



Job Description

Job Title:	Head of Commercial Enterprise
Responsible To:	Director of Finance and Operations
Responsible for:	Commercial Enterprise Co-ordinator
Department:	Finance and Operations
Date of Issue:	July 2026

About the Role

We are seeking an experienced and strategically minded Head of Commercial Enterprise to lead the development and delivery of a robust commercial strategy across the Kingswood School Foundation. This is a new and exciting opportunity to shape the School's future by generating further non-fee income through innovative use of our facilities, building strong partnerships, and delivering exceptional experiences for external clients. This is a hands on role and you will be working closely with academic and support staff, as well as external stakeholders; the post holder will focus on appropriately leveraging the School's resources to increase revenue in a way that complements our educational mission.

The role will be instrumental in supporting the ambitions of the School's 5 Year Plan and Estates Development Plan, continuing our programme of facility improvement whilst simultaneously supporting our aim to be celebrated as a generous supporter in the local community. The role sits within the Operations Leadership Team and reports directly to the Director of Finance and Operations, and will require close work with Foundation Leadership Team, Academic and Co-Curricular departments, Estates and Marketing.

Key Responsibilities

Strategy and Development

- Develop and implement a long-term commercial strategy aligned with the Foundation's Development Plan and ethos, that will increase Kingswood Enterprises trading income and profitability.
- Act as the School's commercial lead, contributing to discussions at a strategic level and ensuring all initiatives align with core educational values.
- Work closely with the Director of Development to help inform campus and capital project planning by identifying future commercial opportunities in estate usage.

- Identify, assess, secure alignment, and deliver new commercial opportunities including lettings, events, commercial partnerships, education-related services, and other revenue-generating activities. A focus on higher income/value activity such as residential lettings during school holidays is expected.
- Monitor performance against strategic and financial targets, producing reports for senior leadership.
- Identify and assess opportunities for external grant funding and trusts where relevant, working with senior colleagues to determine suitability and alignment with School priorities.

Commercial Operations

- Line management of the Commercial Enterprise Coordinator.
- Close liaison with key operational department heads.
- Manage the use of the Prep and Senior School facilities (boarding houses, classrooms, sports fields, theatre, grounds) for hire during holidays, evenings, and weekends.
- Oversee booking systems, client contracts, hire agreements, invoicing and insurance documentation.
- Ensure compliance with safeguarding, health and safety, and relevant legal and regulatory standards.
- Coordinate effectively with Estates, Catering, Finance, IT, Alumni Relations, and other departments to ensure successful delivery of commercial activities.

Business Development and Marketing

- Work closely with the Head of Marketing for the Foundation.
- Build and manage strong relationships with key clients, event organisers, local businesses, and community organisations.
- Develop marketing and promotional materials with the Marketing team, including digital campaigns and branded collateral.
- Represent the School at external events, trade shows, and networking forums.
- Monitor market trends and competitor activity to inform pricing, service development and promotional strategy.

Financial and Administrative Management

- Work closely with the Head of Finance to effectively plan and manage the commercial budgets.
- Prepare business cases, income forecasts, and financial models to support proposed ventures.
- Lead the setting and monitoring of commercial budgets, KPIs, and profit margins, ensuring cost-efficiency and sustainability.
- Develop and maintain pricing structures, concession policies, and service level agreements.

Compliance and Risk Management

- Oversee the preparation and maintenance of all commercial documentation, ensuring legal compliance and brand alignment.
- Conduct or commission risk assessments for all external bookings and events.
- Ensure GDPR, insurance, and safeguarding requirements are met for all commercial activity.

Stakeholder Engagement and Collaboration

- Work with academic and pastoral teams to develop aligned opportunities such as summer schools, enrichment activities, or collaborative events.
- Engage with the Estates team to manage facility availability and long-term planning.
- Act as an Ambassador for the school, building and nurturing strong relationships with key stakeholders, including parents, staff, community groups, and corporate partners.

Skills, qualifications and experience

The successful candidate will be educated to degree level or possess equivalent relevant professional experience, with a proven track record of successful leadership in a senior management role. They will have significant experience leading, organising and motivating multi-disciplinary teams, including managing organisational change, and a strong record of driving income generation and developing long-term strategies for commercial growth. The role requires excellent commercial awareness, experience of developing and aligning business cases, setting budgets and performance targets, monitoring progress against objectives and reporting to senior leadership. Candidates will be highly numerate, with substantial experience in financial and budget management, strong ICT skills including proficiency in Microsoft Office, and a sound understanding of relevant health and safety policies and procedures.

You will be proactive, entrepreneurial and strategically minded, with the ability to plan workloads and projects effectively, work independently and take ownership of key initiatives. They will possess excellent interpersonal, communication, negotiation and influencing skills, enabling them to build productive relationships with a wide range of stakeholders. A positive, solution-focused and flexible approach is essential, together with the confidence to make decisions, evaluate performance and pursue continuous improvement. The role requires flexibility to work occasional evenings and weekends and a strong commitment to safeguarding and promoting the safety, health and wellbeing of children and young people.

Ideally, candidates will hold membership of a relevant professional body and possess relevant health and safety qualifications or training. They will have demonstrable experience in a similar role involving business development, stakeholder and customer engagement, together with project management experience and responsibility for a broad range of facilities and event management activities. Experience of working within an educational environment would be advantageous, as would management or business development experience in a related sector such as sport, leisure

or hospitality. Experience of working with a Board of Governors or a comparable governance structure would also be beneficial.

Competencies

The Kingswood Competency Framework sets out the expected level of performance at a given level – the ‘competency profile’.

The competency profile is used to support objective setting, appraisal, and continuous professional development planning.

Competency Profile: Level 4 – Strategic (Expert in Field)

Cluster	Competencies		
Strategy & Innovation	Strategic View	Planning for Improvement	Effective Decision Making
	Manages initiatives that support Foundation level strategic objectives. Analyses and interprets strategic plans and effectively and communicates them to teams.	Proactively and strategically plans for improvement. Leads and drives delivery of strategic improvement projects aligned with cross-departmental objectives.	Leads and influences others on complex decision-making. Makes clear decisions on complex, cross departmental issues. Influences decisions across multiple departments and teams.
People	Leading and Communicating	Working Together	Developing People
	Leads, designs, and delivers communication strategies at organisation level. Influences communication across departments.	Heads up organisational collaboration initiatives. Positively influences and impacts team dynamics and collaborative working.	Leads development strategies at the organisational level. Influences and drives a culture of performance and development.
Delivering Results	Technical Delivery	Analytical Thinking	Problem Solving
	Takes the leading role on technical initiatives and projects. Shapes and implements technical strategy.	Directs and delivers analytical projects. Influences analysis strategies and decisions.	Takes a principal role in organisational problem-solving efforts. Influences problem-solving strategies and decisions.
	Delivering at Pace	Delivering Quality	Delivering Value
	Directs well-paced projects and programmes at Foundation-level Positively influences achievement of timely results.	Leads and champions quality assurance initiatives to drive a culture of high quality. Positively impacts and influences quality standards and delivery.	Exhibits advanced understanding and application of value management at organisational level. Applies an ability to influence and lead delivery of value-led strategies.

Child protection

It is your responsibility to help promote and safeguard the welfare of children and young persons for whom you are responsible, or with whom you come into contact, and to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If, in the course of carrying out the duties of the post, you become aware of any actual or potential risks to the safety or welfare of children in the school, you must report any concerns to the School's Designated Safeguarding Lead. Protecting children from the risk of radicalisation is part of the School's safeguarding duties (under the Prevent Duty).

Pay & benefits of service

This is a full-time, year-round position working 37 hours per week. Due to the nature of the School's commercial activities, a flexible approach to working hours is important. While the majority of hours will be worked within normal business hours, there will be occasions when attendance is required outside of these times, including some evenings and weekends, to support events, school facility hire and other commercial activities. The School aims to plan such requirements in advance wherever possible and working patterns can be adjusted accordingly to ensure the effective operation of the department throughout the year.

Flexibility with working hours will be required, as events, bookings and commercial activity will take place outside normal working hours. There is an expectation that the post holder will adopt a flexible approach and, where necessary, work beyond their contracted hours to ensure the effective and efficient running of the department. Appropriate working patterns and arrangements, including the management of additional hours, can be discussed at interview.

Salary for this role is between £45,000 to £50,000 per annum, dependent on experience.

Kingswood School has high expectations of staff and looks to reward them with beneficial conditions of service.

- Professional development and training.
- All staff enjoy free meals provided in the Dining Room with refreshments available throughout the day.
- Part remission of fees at Kingswood Nursery, Prep and Senior Schools for children of employees (subject to the normal competitive entry requirements being met). Please note that remission of school fees is not a contractual entitlement; the Governors reserve the right to vary the rate of remission or to withdraw it altogether.
- Staff are welcome to make use of the leisure and sports facilities (which includes a swimming pool, gym and tennis courts) set within the beautiful School grounds.
- Parking available around the School site (subject to availability)
- Stakeholder Pension Scheme.
- Death in Service benefit.
- Cycle Scheme in line with the Government's Cycle to Work initiative.
- Employee Assistance Programme, an independent, free and confidential advice service that can offer both practical advice and emotional support.

- Kingswood has a strong sense of community and there are many ways to be involved whether through sport, music or social events.

Application process

Please visit our website <https://www.kingswood.bath.sch.uk/about-us/employment-opportunities> to read our policies for **Recruitment, Selection and Disclosure Procedure**, and **Child Protection and Safeguarding Policy including EYFS**.

Please email recruitment@kingswood.bath.sch.uk to request an Application Form. Miss Hannah Sweeney, Recruitment Administrator, can answer any questions you may have about the role.

Completed Application Forms should be returned by Email (or by post: Recruitment Administrator, Kingswood School, Lansdown, Bath, BA1 5RG)

Closing date for applications is Friday 28 August midday. Early applications are encouraged.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. You will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children."

As an equal opportunities employer, Kingswood School is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We offer a welcoming and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply.