

JOB DESCRIPTION

Head of Commercial Services, Lancaster University Students' Union
Vacancy ref: 0696-24

Job Title: Head of Commercial Services	Present Grade: 7P
Department/College: Lancaster University Students' Union (LUSU)	
Directly responsible to: Chief Executive	
Supervisory responsibility for: Sugarhouse Venue Manager, Central (Retail) Manager, SU Living Manager, Events Manager, Student Staff	
Other contacts	
Internal: SU staff; sabbatical officers and other trustees	
External: Relevant University staff (e.g. facilities management, college managers); external suppliers and providers of services.	
Purpose of post:	The Head of Commercial Services is responsible for the oversight of core services areas: SU Central Supermarket, SU Living, the Sugarhouse (nightclub), events and commercial marketing. The Chief Executive has set the task of these being built in a (customer) student focused and profit driven manner to ensure financial stability and to rebuild the gift aid contribution to the Students' Union charity.
Major Duties:	
Commercial Services Management	
<ol style="list-style-type: none"> 1. Ensure that the SU's outlets and all other income-generating services are managed effectively, to maximise profits generated for the SU while delivering high quality services to the SU's customers. 2. Work with NUSSL and other suppliers to manage and develop the range of products and services. 3. Ensure that policies, procedures and materials are in place to set standards for outlets' and services' quality, customer care, merchandising and other operational procedures. 4. Ensure all staff are adequately trained and all standards are monitored. 5. Work with the marketing and communications team to promote and develop Commercial Services and co-ordinate its implementation. 6. Gather regular insight of customers' behaviours and preferences, and competitors' offers, and adjust prices, product and services accordingly. 	
Business Development	
<ol style="list-style-type: none"> 7. Take the lead in identifying and developing new business opportunities for the SU to provide services for students and generate income and profits. 8. Monitor new developments within the Licensed Trade, Retail and student housing sectors and in the student market in general, and make recommendations for the introduction of new products, activities and ventures, in order to generate additional sales and profits. 9. Review and recommend new products and opportunities that will widen the scope of the Union's commercial services, in order to generate additional sales and profits. 10. Identify opportunities for obtaining funding from external sources; maintain awareness of possible funders; propose action to be taken. 11. Produce comprehensive business and operational plans for all new proposals; implement and monitor performance against these. 	
Financial Management and Planning	

12. Oversee the financial performance of the Commercial Services area as a whole and report on a monthly basis on any significant variance to budget and other targets.
 - Ensure that action is taken to respond to variances to budgets and targets using action plans, training and working with the finance and SU Management teams as necessary.
 - Monitor all aspects of outlets' performance using and analysing reports from the EPOS system; developing action plans to respond to these.
 - Ensure that gross profit margins are maintained by monitoring retail & wholesale prices and by sourcing competitive suppliers.
13. Ensure that financial controls are maintained in accordance with the SU's financial procedures.
14. Produce an annual budget for all areas of activity; include annual targets for key indicators e.g. stock loss, gross profit margins and others as appropriate to each activity area.
15. To develop, implement and monitor a commercial strategic plan and annual operating plans for the Union's Commercial Services, working with the CEO.

Staff Management

16. Co-ordinate the work and monitor the workloads of direct reports, ensuring that staffing levels are adequate and efficient.
17. Provide leadership, direction, coaching and support for direct reports and set an example of being results-focused and aiming to achieve excellence.
18. Undertake monthly performance reviews and annual appraisals of direct reports, and identify individual training needs.
19. Assist in the development of direct reports and the team by encouraging a learning and development culture.

Health and Safety

20. To take the overall responsibility delegated by the Chief Executive for all the Commercial Services and areas of oversight.
21. Ensure that the Union's Health and Safety Policy and health and safety legislation is adhered to at all times.
22. To guide the management team in healthy and safe working practices.
23. To provide leadership in health and safety, with the aim of creating a safe and healthy working environment throughout the Union.

Students' union policies and standards

24. Ensure a thorough understanding of the Unions governance processes, and how they affect the Commercial Services areas. Lead on the adherence of policies and procedures in all areas of Commercial Services.
25. Provide leadership across the Union in regards to safety and sustainability and ensure the Union is a fair organisation for our staff, students and others we engage with. This will include;
 - a. **Safeguarding.** Take ownership and overall responsibility in embedding the Unions Safeguarding procedures, and how they impact on and apply to your area of work. Ensure vigilance and consistency in recognising and reporting safeguarding concerns.
 - b. **Data protection.** Lead the Commercial Services areas in data protection and information security, developing and monitoring policies and procedures as required.
 - c. **Risk management.** Lead the management areas in the assessment and control of all Risks, ensuring updated Risk Control documents are in place and adhered to in every commercial area.
 - d. **Equality, Diversity and Inclusion.** Take responsibility for thorough understanding and delivery of best practice in regards to the Union's commitments to equality, diversity and inclusion, championing the values and approaches in all actions.
 - e. **Sustainability policies and procedures.** Ensure that the Unions commitments, policies and procedures in regards to sustainability are embedded in the working practices of all commercial services areas, driving best practice and constant review.
26. To ensure all Commercial Services operations are compliant with national and local legal requirements including Health and Safety, licensing, CCTV, HMO requirements, GDPR and food safety regulations.

27. To have overall responsibility for all health and safety matters within the management areas, ensuring that the Unions policies and appropriate legislation are adhered to for the safety of our members, staff, suppliers and other visitors.
28. To drive improvements in standards across the Commercial Services of the SU, ensuring Customer service is at the heart of what we do, and identifying appropriate external measures to demonstrate best practice.

General responsibilities of Union staff.

29. Undertake professional development, including annual performance and development review, and any other improvement opportunities identified with the Chief Executive Officer.
30. As a member of Students' Union staff, behave in such a way as to reflect the values and objectives of the Union, modelling these for all students as appropriate, and effectively representing the organisation at all times.
31. To undertake any other duties commensurate with the level and nature of the post and the goals of the Students' Union, and follow Union policy to support the achievement of its wider mission and goals.

Other Duties

- Maintain a close working relationship with key stakeholders including University staff and others, to maximise the effectiveness of the SU's Commercial Services.
- Work closely with elected representatives of the Union to develop and support the role of student voice within commercial services.
- Maintain awareness of other organisations' relevant activities, and of developments in the various relevant sectors.
- To write papers for committees and meetings to support the Chief Executive to ensure the reporting to accurate, timely and of a very high standard.

Notes

The nature of the post will, at times, require additional commitment over and above normal office hours. Payment for these hours is incorporated in the salary offered. This job description does not form part of the contract of employment. As this is a new role, some aspects of it may need to change according to organisational needs.