

Job Description

Job Title:	Head of Commercial Events, The Stowe Group 12 month Maternity Cover
Hours of Work:	22.5hrs per week 3 full working days in Stowe School SEL office 52 weeks Hours of work are flexible to the demands of the business. It is recognised that during high activity time, the post holder, alongside the team, may need to work more than their weekly contracted hours. All additional hours worked will be taken as time off in lieu unless pre-arranged with the Line Manager. Occasional weekend, early mornings and late evenings may also be required on a rota basis, depending on business demands. Holidays will need to take account of the needs of the business, particularly during the busy summer periods.
Department:	Stowe Enterprises Ltd (SEL)
Job Grade:	3
Accountable to:	Finance Director, Stowe School
Number of direct reports:	2 x Senior Events Managers Retail Manager
Budgetary responsibility:	SEL Income and Expenditure
Location:	Stowe School, Stowe, MK18 5EH
Purpose of the role:	The Head of Commercial Events (HCE) is responsible for generating significant revenues from all of The Stowe Group's assets, through strategic development, business planning and team management, that can be used to supplement the School's capital development programme. The HCE will oversee the use of The Stowe Group assets outside of term time for events, weddings, filming, residential lets and corporate hire. The HCE will support the Retail team in delivering the Stowe School retail provision, optimising profits whilst giving a first-class service to customers.
The Stowe Group	
The Stowe Group of schools (Stowe, Swanbourne House and Winchester House) was created in January 2021 and is situated on three separate sites in Buckinghamshire and Northamptonshire. Across the three schools, The Stowe Group offers education for boys and girls from 3-18 years. Within The Stowe Group there are more than 1,500 pupils and 850 colleagues. The Schools occupy sites of historical significance in Swanbourne, the market town of Brackley and the world-famous landscape gardens at Stowe, where we work with The National Trust to manage 880 acres and open the grounds to over 200,000 visitors a year. Stowe House is open to the public during the School holidays and for guided tours during term time. The Stowe Group is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. In 2021, The Stowe Group launched its transformational and substantive Change Makers vision and Change 100 programme.	
Stowe Enterprises Ltd	

Stowe Enterprise Limited (SEL) is the Commercial arm of The Stowe Group. The team sell, plan and operationally deliver all commercial events within The Stowe Group.

The events delivered by the team are extremely varied, consisting of around 16 weddings a year, large scale corporate awards, meetings and away days, residential lettings for international language schools, top-tier sports academies and music groups. Alongside this, the team manage all sports lettings, photoshoots and large film shoots. The majority of the business is within the School holidays, with the busiest period falling over the Summer. The team also support the School with the planning of its largescale events such as Speech Day and Leavers Ball.

SEL offers a dynamic and exciting environment to work within.

Vision & Ethos

We are Change Makers

Stowe stands in the most sublime setting of any school in the world. Historic buildings, landscaped gardens and the very spirit of the Enlightenment sit at the heart of its founding. But, as this remarkable landmark enters its second century as a leading public school, we believe that beauty and tradition are not enough: our future vision for the School embraces change, uncertainty and the challenges that will face our pupils not just during their academic careers, but throughout the rest of their lives in a world which is increasingly complex and ambiguous. Within that volatile environment we see our pupils and staff as Change Makers. They will make a lasting impact not only while they are here at Stowe, but, perhaps more importantly, in the wider world. The history of this place, both as a stately home and as a pioneering school remains important to our mission of education, and at the heart of a Stowe education remains intellectual enquiry, academic curiosity and a love of learning. We strive for a balance of rights and responsibilities, equality and inclusion and to treat each pupil and member of staff as an individual. Our vision is inspired by a history of progressive thinking, and has been developed through collaboration with our pupils, parents, teachers, support staff, governors and alumni. Yes, we teach pupils how to excel in exams, but we also teach them how to collaborate, how to solve problems and how to think critically. Stowe is educating a generation of Change Makers ready to transform the world.

The Group's talented and committed workforce is one of our greatest strengths. We are committed to fostering team engagement, attracting, mentoring, developing and retaining our best teachers and support staff. We focus on employee wellbeing, provide opportunities for professional growth and we create a culture of community and partnership.

Key Tasks:

The HCE will support the SEL team to sustain, grow and deliver all activities associated with SEL, main tasks include but are not limited to:

- To develop and present annual business plans, budgets and reforecasts for approval by the SEL Board, working closely with the Finance Director and Finance Accountant.
- To ensure departmental processes are reviewed and are operating in the most efficient way, installing new processes where required.
- To deliver the sales and marketing strategies for the department, with a forward-thinking view on developing the business.
- To manage and develop important stakeholder relationships, including the School, its community, the two prep schools, the Stowe House Preservation Trust, and the National Trust.
- Oversee the design and implementation of all associated marketing literature, including the maintenance of the new Stowe Venue Hire website (www.stovevenuehire.co.uk) and other marketing and social media channels.
- Oversee client management processes and implementing changes where necessary, ensuring a smooth customer journey at all stages.
- To sustain, grow and support delivery of existing SEL event activities such as weddings, exhibitions, corporate days and commercial lettings.
- To sustain, grow and support delivery of existing SEL asset rental agreements, whilst actively seeking new clients/clubs to fulfil available commercial space.
- Office will need to be manned from 08:00 until 17:00 on a rota basis depending on business demands and you will be prepared to be around to support the team with delivery of major School events.
- To represent SEL at all relevant internal and external stakeholder meetings.
- To recruit, support and mentor team members, ensuring a highly engaged team. To undertake annual staff appraisals for direct reports.
- To support the Retail Manager in the daily running of the School Shop, ensuring a first-class service is offered to parents and pupils; the team are engaged and developed; and strategic advancements are supported and delivered.
- To ensure adherence to statutory Health and Safety, Data Protection Legislation and safeguarding requirements at all times.

Person Specification: The selection of candidates for short-listing will be based on this specification and candidates should bear this in mind when preparing their application and completing the application form

Attributes	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> • Educated to degree level or equivalent
Specialist Skills and Experience	<ul style="list-style-type: none"> • Demonstration of growing a commercial business through commercial strategies. • Commercial sales experience. • Significant experience of event management in a commercially driven environment. 	<ul style="list-style-type: none"> • Previous experience in a unique venue with multiple stakeholders. • Presentation Skills.

	<ul style="list-style-type: none"> • Able to negotiate commercial contracts to maximise profit without risking loss of business. • Able to prioritise workload • Able to work well under pressure and to tight deadlines. • Experience of working with multiple stakeholders with varying priorities. • Proficient in Microsoft Office. 	
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Ability to understand the needs of your team and support them where required in business and personal development. • Able to communicate effectively with all internal departments and external clients. • Good team player. • Sense of perception. • Self-starter. • Able to work early mornings, evenings and weekends as required by the needs of the business. 	
<p>This job description reflects the present requirements of the post and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.</p>		
<p>Date Agreed: June 2024</p>		

Our Values



Value scales:

This value is the least important to the role	This value has some significance to the role	This value is desirable to the role but not essential	This value is important to the role	This value is essential to the role
1	2	3	4	5

In the role of Head of Commercial Events we are looking for Change Makers who are (please highlight as appropriate):

Professional:	1	2	3	4	5
Creative Problem Solvers:	1	2	3	4	5
Kind:	1	2	3	4	5
Flexible:	1	2	3	4	5
Collaborative:	1	2	3	4	5
Communicator:	1	2	3	4	5