

Head of Commercial Development

Role Description

Division:	Social Enterprises
Department:	Training Enterprises
Location:	Edinburgh (Causewayside House) and home working (blended working)
Geographical focus:	Scotland-wide
Contractual status:	Permanent
Hours:	35 hours per week
Line Manager:	CEO
Direct Reports:	Training Team Leader
Salary:	£45,000 - £48,000 pa (depending on experience)

Job Purpose

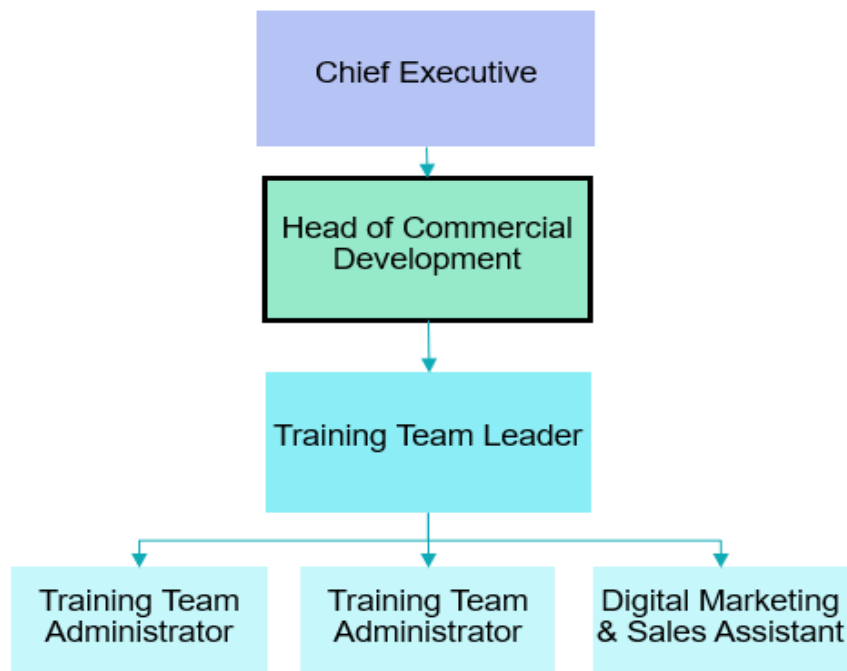
Our people are central to our success in delivering services for older people in Scotland. We pride ourselves on having a positive working environment and culture.

The charity has set out an ambitious income generation strategy, seeking to double its income by 2030. As the Head of Commercial Development, you will explore opportunities to develop our commercial revenue stream including through our established workforce training programmes and other, previously tested initiatives, such as energy provision and financial services products. You will also identify gaps in the market with viable growth potential to generate income for the charity. Age Scotland works closely with a number of existing commercial and other partners where we may have the opportunity to extend our services to the benefit of older people.

Reporting to the CEO you will work directly with the CFO and connect with senior colleagues across the organisation in the delivery of your role. You will lead a team to build on our existing income generation platforms including by providing direct leadership to the workforce training programme. Your work will, help to deliver even greater impact for older people in Scotland in line with our values, seeking to offer high quality services and products to older people at good value.

Living our values, you will approach the role with integrity, while involving, inspiring and empowering our teams, so that together we can create better outcomes for older people in Scotland.

Organisational Chart



What you'll do

Strategic Leadership

- Design, implement and deliver an ambitious and sustainable five-year commercial strategy for Age Scotland.
- Explore strategic initiatives and partnerships with other relevant organisations, aimed at delivering revenue and driving growth.
- Evaluate existing programmes and products and look for opportunities to expand and increase revenues.
- Scope and test the viability of new income generation opportunities.
- Provide leadership to the workforce training programme.
- Create and manage a pipeline of customers, from initial research through to strong leads and ultimately sales.
- Be responsible for monitoring and reporting on progress and performance against strategic objectives and operational targets.
- Manage sales projects working with a wide group of staff to establish new products and services.

Team Leadership

- Ensure a clear and strong direction for your team, developing plans with clear goals and objectives linked to the strategic plan.

Head of Commercial Development

- Create and foster a positive and learning environment where staff feel empowered, valued and supported to do their best and develop in line with their goals.

Age Scotland Head of Department Responsibilities

- Ensure that the voice of older people is at the heart of our decision making and work.
- Be a collaborative and active member of Age Scotland's management team contributing to organisation wide planning and delivery.
- Ensure that the values of Age Scotland are prevalent in both your personal and departmental approaches to work and decision making.
- Foster an open, inclusive environment that values diverse perspectives, encourages innovation and learns from previous experiences.
- Ensure clear accountability for objectives and actively address any matters which may negatively impact the Charity's ability to deliver for older people in Scotland.

Financial oversight

- Responsible for producing and overseeing budgets for commercial development activity.
- Maintain detailed financial oversight of all commercial activity.
- Ensure timely and regular financial reporting to funding bodies, SMT and the Board as relevant.

What you'll bring

- The proven ability to develop high quality commercial propositions, that will contribute to the growth and sustainability of programmes that will benefit older people in Scotland.
- A strong background in commercial strategic development with proven influencing skills.
- A strategic mindset, with a curious outlook and approach, the ability to think critically, make data driven decisions and anticipate potential new markets and trends.
- Demonstrable experience in translating market insights into actionable recommendations for new programmes and product development.
- Excellent leadership and management skills, with the ability to inspire and motivate a team to develop and deliver.
- Experience and understanding of the importance of adhering to legal and regulatory standards along with a commitment to ethical conduct.
- Excellent communication skills with the ability to write and present clearly and logically.
- A desire to work in support of older people for a charity that has ambition but always wishes to do what is in the interests of older people in Scotland.
- Experience of delivering growth in commercial sales.

Additional requirements

- The role requires occasional travel in Scotland and the wider-UK, involving possible overnight stays.
- You will spend at least 40% of your time in the office or out and about over the month, the remaining 60% can be working from home. (NB, travel costs from home to the office will not be reimbursed by Age Scotland.)
- A suitable home working space with a good broadband connection.
- Commitment to the aims and vision of Age Scotland and an ability to demonstrate our values (Empowering, Inspiring, Inclusive and Integrity) in your work.
- Commitment to equal opportunities.
- Commitment to work alongside and support volunteers.
- Employees are expected undertake any and all other reasonable and related tasks allocated by their line manager.
- Employees enrolled in Multi-Factor Authentication (MFA or 2FA) will be expected to install and maintain an app on either their personal or work mobile device.