

## **Commercial Manager**

We have an exciting and unique opportunity to join VSA as the **Commercial Manager** for Easter Anguston Farm in Peterculter. This role is pivotal in the evolution of VSA and the future of the farm itself.

VSA is a 155-year-old independent social care charity based in the North East of Scotland. We provide a wide range of essential services that support older people, children and families, individuals with mental health and neurodiversity needs, as well as over 2,000 unpaid carers. Our mission is to provide the best of care and support, to enable the community to fulfil its potential.

One of VSA's most unique assets is Easter Anguston Farm, a 90-acre property with natural habitats, fields, woodlands, and a collection of special animals. It is already a popular destination, particularly during school holidays when it is open to the public. However, we believe there is significant potential to build upon its popularity and transform it into a year-round destination.

As the Commercial Manager, you will have the opportunity to develop and oversee multiple revenue streams, enhance community engagement, and create a sustainable and thriving destination for the wider local communities across the North East of Scotland. This role is not just about managing the farm; it is about innovating and driving its commercial success.

We are looking for a dynamic and goal-oriented individual who can bring fresh ideas and strategic thinking to the table. Your expertise in farm-based business development and passion for sustainability and community involvement will be crucial in helping Easter Anguston Farm fulfil its potential.

This is an innovative opportunity for the right candidate to make a significant impact. You will be at the forefront of transforming the farm into a premier destination, working with a dedicated team and strategic partners to achieve our ambitious goals.

If you are excited about the prospect of taking on this challenge and making a real difference, we would love to hear from you.

**Salary:** £45,000 per annum

**Hours:** 35 per week (Monday-Friday) - It is expected that work outside these hours will sometimes be required due to the nature of the role. TOIL will be offered for hours worked at weekends or in other exceptional circumstances as agreed in advance by the Director of BDML.

**Location:** Easter Anguston Farm, Peterculter, Aberdeen

**Purpose of Role:**

To transform Easter Anguston Farm into a premier destination, developing and overseeing multiple revenue streams, and enhancing community engagement. This role requires a strategic thinker with expertise in farm-based business development and a passion for sustainability and community involvement

**Main Duties/Responsibilities:**

- Develop and implement a commercial strategy to transform Easter Anguston Farm into a self-sustaining, high-traffic destination.
- Work alongside and in harmony with the care team at the farm, who oversee VSA's trainee programme.
- Identify, secure, and oversee strategic partnerships with established businesses to operate on-site facilities such as a coffee shop, garden centre, gift shop, yoga and wellbeing studio, soft play centre, animal leasing model, cattery business, and educational programs.
- Oversee and ensure agreements are in place with all strategic partners.
- Spearhead marketing and branding initiatives to enhance awareness of VSA's charitable services and drive footfall to the farm.
- Organise and manage key seasonal marketing events such as Easter Egg Trails, Christmas Markets, and Halloween events.
- Manage and ensure the farm shop, which is fully owned by VSA and generates 100% profit for the charity, is a strong profit centre for VSA.
- Work within VSA's Sustainability policy to protect and enhance the farm's natural environment.

**Objectives:**

Develop a range of revenue streams at Easter Anguston Farm within the first year.

**Qualifications/Training/Education:**

Essential:

- Proven experience in commercial management, preferably within a farm or similar environment.
- Strong business development skills with a track record of securing and managing strategic partnerships.
- Excellent marketing and branding skills.
- Ability to work autonomously with minimal senior management oversight.
- Passion for sustainability and community engagement.

Desirable:

- Educated to Secondary A-Level/Highers level or relevant equivalent professional qualification.
- Ability to evidence further development and/or CPD in a relevant discipline.

**Experience:**

Essential:

- Proven experience in commercial management, preferably within a farm, tourism, rural visitor business or similar environment.
- Strong business development skills with a track record of securing and managing strategic partnerships.
- Excellent marketing and branding skills.
- Ability to work autonomously with minimal senior management oversight.
- Passion for sustainability and community engagement.

Desirable:

- Experience of working in or with not-for-profit sector organisations.
- Experience of working in or with Health and Social Care organisations, or within one of VSA's core service provision areas.
- Experience of working within a complex organisation.
- Familiarity with Microsoft Office, Salesforce, Monday.com.

**Key Skills/Aptitudes:**

Essential:

- Strong interpersonal skills and an ability to engage with people of all levels of seniority.
- Ability to establish and maintain positive professional relationships with a wide range of people with different backgrounds and experiences.
- Excellent verbal and written communication skills.
- Ability to produce plans, proposals and reports to a very high standard.
- Ability to collate, interpret and present data.
- Excellent project-management and organisational skills.
- Ability to manage a number of, at times, conflicting priorities.
- Ability to communicate clarity of needs and expectations

Desirable:

- Working knowledge of project planning approaches.
- Understanding of working in a high-profile brand, marketing and communications context.

**Personal Qualities:**

Essential:

- Empathy with VSA's vision, mission and values.
- Sensitive and diplomacy in dealing with others
- Able to work with minimum supervision
- Flexible and cooperative
- Driven by working to targets and deadlines
- Team player
- Can work proactively and on own initiative, while remaining an embedded, cooperative team member, committed to team goals.
- Willing to learn new skills
- Resilient
- Attention to detail

Desirable:

- Empathy with the needs of those in the social care system
- Empathy with the working context of all colleagues within VSA

**Other Job Requirements:**

- Ability to work flexibly
- Subject to a PVG Disclosure Scotland check
- Valid driving license and have own transport

**Application Notes:**

To apply and find out more about VSA visit our website <https://careers.vsa.org.uk/>