

Candidate Brief

Commercial Director



  
Haileybury

**Haileybury is a leading co-educational independent boarding and day school in Hertfordshire with around 900 pupils, aged 11 to 18. Founded in 1862, Haileybury is a school that is rooted in history and tradition, but which is innovative and progressive.**

**Haileybury has an outstanding reputation in the UK and internationally and was judged “*excellent in all areas*” by ISI in October 2022.**

Situated on a beautiful 500-acre estate within easy travelling distance from London, Cambridge and various international airports, Haileybury offers a world of opportunity for pupils within a happy and purposeful community.

Haileybury is an **academically selective** school that creates learners who are ambitious, intellectually curious, imaginative and collaborative. Inspectors described pupils as “happy learners who appreciate the value of the broad education they receive and who enjoy the process of learning”.

We have a comprehensive system of **pastoral care and wellbeing**. Our House structure is led by an outstanding wellbeing team and Haileybury has onsite Health and Wellbeing Centres including a Counselling Service available to pupils and staff.

The **extensive co-curricular offering** at Haileybury provides a breadth of opportunity, and depth in terms of specialist provision. Pupils enjoy both individual and team successes at national and international level in sport, as well as achieving national awards in the performing arts. Through experiencing the co-curricular programme our pupils develop character, resilience and self-confidence.

Haileybury is **ambitious and thought leading**. For example, our new state-of-the-art SciTech Project includes laboratories that will house our research collaboration with professors from Stanford University allowing pupils to take part in real-life scientific endeavour.

We place great emphasis on playing our part in **the wider community**. The School has a vibrant and inclusive Chaplaincy and community outreach programmes support the School’s central value of service to others.

Haileybury has a strong **international dimension**, with two partner schools well established in Kazakhstan and further schools due to open in Bangladesh and Malta. Haileybury also proudly sponsors our academy partner, Haileybury Turnford, in the UK.

Our goal is for pupils to leave Haileybury with **a passion for learning, a strong sense of their own identity and respect for others**.

## The Role

The Commercial Director is responsible for supporting the development and implementation of Haileybury's Commercial Strategy. Reporting to the Chief Operating Officer (COO), and also working closely alongside other members of the School's Senior Leadership Team (SLT), the Commercial Director is responsible for managing and promoting the School's commercial activities with the prime objective of increasing the School's non-core income streams.

The Commercial Director position is a senior role, and the postholder is expected to report from time to time to the Governors' Finance and General Purposes Committee.

The Commercial Director line manages various departments such as the Sports Complex, External Lets, Summer School, Events Department, and Uniform Shop, and also oversees key third-party contracts, including the School's Catering contract.

## Duties

- In consultation with the Master and COO, devise and implement an ambitious strategy to increase the School's commercial income and to achieve agreed financial targets.
- Line manage the Sports Complex Manager, providing direction for the smooth running of the Sports Complex, and liaising with the Deputy Master and other SLT members to maximise the benefit to the School, and to grow income from use of the Sports Complex facilities.
- Act as the lead point of contact in the School's contract with its Catering contractor. This will include liaising closely with the Catering Manager, ensuring that the School receives an excellent service and holding the contractor to account. It will also include attending regular budgeting meetings and scrutinising financial information to ensure that the contractor meets its contractual obligations and that the School receives value for money, as well as managing any tender and re-negotiation process.
- Line manage the School's Head of Events, providing support and direction in the development and implementation of the School's events strategy. This will include liaising with SLT members to ensure that planned events align with the School's strategy and goals, offer return on investment, and achieve the School's objectives.
- Manage all external lettings and hires, to include assessing current lettings and determining viability and developing new relationships with prestigious hirers (e.g., premier sporting organisations, national orchestra groups, location filming and photography etc.) with a view to achieving additional income for the School. This will include liaising with the Deputy Master and House staff, as well as the Estate team, to ensure the smooth running of external lets, and to maximise the School's potential for income when facilities are not in use by pupils.

- Line manage the Summer School Director, to include providing direction and support in the running of the Summer School, and to ensure that it is run effectively and is profitable. This will also include liaising with the Director of Marketing and Admissions to facilitate collaboration in the recruitment of pupils in both areas.
- Line manage the Hearts & Wings Coordinator to ensure the smooth running of this week-long holiday. Act as one of the key contacts with the School's charity partner, Green Frog Holidays, to deliver this annual holiday camp for young people with disabilities.
- Line manage the School's Uniform Shop and develop income in this area.
- Liaise with the School's Partnership Marketing Lead to ensure the professional marketing of the School's commercial activities.
- Plan and develop additional income streams for the School as appropriate.

## Person Specification

### Skills & Experience

- Strong leadership and management skills, with the ability to motivate and inspire teams towards shared goals and objectives.
- Excellent communication and interpersonal skills, with previous experience of building strong relationships with customers, partners, and internal teams.
- Strategic and analytical mindset, competent in analysing trends and data to develop effective commercial strategies.
- Financial acumen, with the ability to manage budgets and financial performance metrics.
- Strong negotiation skills, and experience of developing and managing commercial agreements.
- Ability to work effectively under pressure, with the flexibility to adapt to changing business priorities.
- Broad knowledge of health and safety operating protocols and regulations.
- Strong knowledge of relevant laws and regulations pertaining to commercial activities.

### Qualifications

- Educated to degree level or equivalent (desirable).
- Management or supervisor qualification (desirable).

# Travelling to Haileybury

## Air

London Heathrow (50 minutes by car), London Stansted (30 minutes by car) and London Luton (40 minutes by car) airports are within easy reach of Haileybury. London Gatwick Airport (75 minutes by car) is only slightly further away. All are served by rail links to central London.

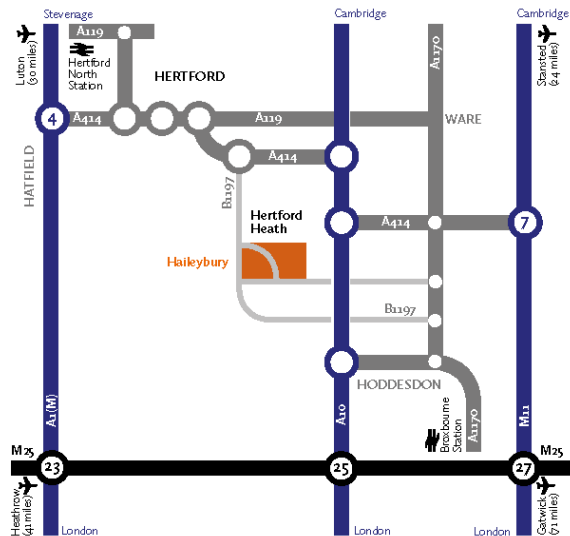
## Rail

There are two main line railway stations close to Haileybury. Hertford North to London (Moorgate or King's Cross) is a 40-minute journey. Broxbourne to London (Liverpool Street) is 35 minutes. Hertford North is a five-minute car ride from Haileybury and Broxbourne is 10 minutes away.

## Road

Haileybury is conveniently located close to the A10 and easily accessible via the M25, A1(M), M11 and A414.

- From the South East: Leave the M25 at junction 25 to join the A10 north (Cambridge), exiting the A10 at Hoddesdon.
- From the South West: Leave the M25 at junction 21a to join the A405, then the A414 to Hatfield and on to Hertford. The B1197 leads to Hertford Heath village.
- From the North: Leave the A1(M) at junction 4 for the A414 to Hertford, or leave the M1 at junction 7 (St Albans) for the A414 to Hertford.
- From the East: Via the M11 leave at junction 7 (Harlow) for the A414 to Hertford.





HaileyburyUK  
Hertford Herts SG13 7NU



01992 706 200

haileybury.com

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