

BRADFORD CATHEDRAL

Commercial Manager



An Introduction by the Dean

Thank you for your interest in the post of Commercial Manager.

Bradford Cathedral stands on a site that has been a place of Christian worship for over 1,400 years. As well as continuing to be a place of prayer and worship in the heart of Bradford city centre, the Cathedral also attracts many visitors who come to explore the history of this ancient building, or to enjoy our vibrant programme of special events, including; concerts, music recitals, exhibitions, theatre and film. The Cathedral is a busy and exciting place to work and you will be joining us at an exciting time in our development as we continue to deliver on a new vision and strategy, and play an important part in Bradford's year as UK City of Culture 2025 and its legacy.

In recent years, the Cathedral has increasingly been recognised as an exceptional venue, offering something unique to visitors and able to provide a very special setting for all kinds of events. As well as a growing number of people from all over the UK and abroad visiting and using the Cathedral building, we have also secured a clutch of awards acknowledging our contribution to leisure and tourism in the city and the wider region.

As Commercial Manager, you will have the opportunity to help us build on our successes, ensure that we realise the full legacy potential of City of Culture, and to help drive our financial sustainability. You will lead on commercial event activity in the Cathedral, working with a wide range of internal and external stakeholders to continue raising our profile and generating increased hospitality related income. The successful applicant will have entrepreneurial flare, offering innovative and dynamic ideas and the ability to work collaboratively with the whole Cathedral team to develop and deliver commercial operations efficiently and effectively. You will also help us to explore commercial opportunities related to the Cathedral's growing prominence as a visitor attraction.

Bradford is a special city – enriched by its heritage and cultural diversity. If you are looking for a creative role in a creative place; a role that you can make your own, working with a talented and supportive team in a unique environment this post offers a great opportunity.

If what you read excites you and you would like to have an informal conversation about this role, please do contact me; andy.bowerman@bradfordcathedral.org

Grace and Peace



The Very Revd Andy Bowerman
Dean of Bradford

Key relationships

Reporting to

- Director of Finance

Key Colleagues

- The Dean
- Canon for Intercultural Mission & the Arts
- Canon for Congregational Life & Worship
- Head of Fundraising
- Director of Finance
- Events & Marketing Officer
- Head Verger
- Director of Education & Visitors
- Director of Music

Key lateral and other relationships

- Venue hire customers
- Event related suppliers and service providers
- Key visitor economy stakeholders in the city
- Audiences
- Volunteers
- Cathedral Wardens
- The Cathedral Chapter
- The Finance Committee

Role responsibilities and tasks

The Commercial Manager will lead the development, delivery, and growth of the Cathedral's commercial activities, ensuring alignment with its mission and values. Key responsibilities and tasks include:

- Develop and implement the Cathedral's commercial strategy – in line with its Christian values and mission – to support financial sustainability and growth.
- Lead on the marketing of commercial activity, with support from the Events & Marketing Officer.
- Lead the planning, coordination, and delivery of a wide range of commercial activity including; dry hire concerts, conferences, corporate functions, and local business and community venue hire.
- Act as the main point of contact for all commercial clients, producers, promoters and other external stakeholders, cultivating productive relationships to drive repeat business.
- Identify and pursue new commercial opportunities, including venue hire, events, catering, retail, partnerships and services.
- Ensure all commercial activities are risk assessed and comply with relevant legislation and Cathedral policies, including safeguarding, health & safety, food hygiene, alcohol and PRS licensing, and data protection – and any other regulatory requirements.
- Manage the full event lifecycle – from proposals and bookings through to delivery, evaluation, and reporting – ensuring that all documentation is in place including; policies, pricing structures, project initiation documents, booking forms, contracts/ agreements, terms & conditions etc.
- Manage events related systems and processes, such as ticketing, calendar, EPOS, and cash management.
- Manage relationships with third-party suppliers and contractors, including technical services, equipment hire, and beverage/ catering suppliers, ensuring quality and value for money.
- Develop a strong working relationship with colleagues:
 - Heads of departments – to identify and develop new income generating opportunities and maximise the use of the Cathedral and its associated facilities – ensuring optimal calendar management and capacity utilisation.
 - Clergy and lay staff in operations, liturgy, music, visitor experience and education - to ensure commercial activity complements and enhances the Cathedral's core mission and activities.
 - Verger and facilities team - to ensure that all commercial events and activities are appropriately staffed and managed.
 - Marketing Officer – to effectively market and promote all commercial events and activities across a range of media and channels.

➤ Head of Fundraising – to support bespoke fundraising events and campaigns.

- Represent the Cathedral in the wider visitor economy and local business community, identifying and realising associated commercial opportunities.
- Prepare and manage commercial budgets, monitor performance, and ensure targets for income and surplus are met.
- Maintain accurate records relating to commercial activities, including financial data, event attendance, and customer feedback – and produce reports and analysis for internal teams, and the Cathedral Chapter and Finance Committee.
- Provide inspiring leadership to staff and volunteers supporting commercial activities, ensuring appropriate training, support, and recognition.
- Act as Designated Premises Supervisor (DPS) or Personal License Holder where required.

Other

- Adhere to all of the Cathedral's policies and procedures.
- Actively support the Cathedral's commitment to safeguarding, and to widening access and promoting equality, diversity and inclusion.
- Participate in regular training and performance development
- Ensure that all Cathedral resources are utilised effectively and responsibly, through a culture of continuous improvement which delivers value for money and quality service standards.
- Attend such services and events in the Cathedral as required.
- Perform such other duties as are reasonably requested by the Chief Operating Officer or the Dean.

Person specification

Qualifications	Essential	Desirable
Educated to degree level or equivalent experience	✓	
Relevant professional qualification in business, event management, marketing or hospitality		✓
Personal License Holder (or willingness to obtain)		✓
Health & Safety and/or Safeguarding training (or willingness to complete)	✓	

Experience	Essential	Desirable
Proven track record of developing and delivering successful commercial strategies	✓	
Significant experience in events management, venue hire, or commercial operations	✓	
Experience of managing budgets and achieving income targets	✓	
Experience of working collaboratively with a range of stakeholders	✓	
Experience of directing staff and/or volunteers	✓	
Experience working within a heritage, faith-based, cultural or not-for-profit environment		✓
Experience in managing external contractors and suppliers (e.g. AV companies, caterers)	✓	
Experience in using online booking and event platforms (e.g. Eventbrite, ChurchSuite, EPOS systems)		✓

Skills & knowledge	Essential	Desirable
Strong project and event management skills, including risk assessment and compliance	✓	
Excellent financial literacy, including budget planning, monitoring and reporting	✓	
Ability to develop and manage strategic partnerships and client relationships	✓	
Strong communication and interpersonal skills, including negotiation and public-facing engagement	✓	
High level of IT proficiency, including Microsoft Office and online management tools	✓	
Understanding of safeguarding, health & safety, and licensing requirements	✓	
Knowledge of the challenges and opportunities facing historic places of worship		✓
Ability to effectively market commercial operations		✓

Personal attributes	Essential	Desirable
Entrepreneurial mindset with a creative and solutions-focused approach	✓	
Committed to upholding the values and mission of Bradford Cathedral as a Christian place of worship and welcome	✓	
Professional, diplomatic and collaborative	✓	
Able to work flexibly, including evenings and weekends when required	✓	
Commitment to inclusivity, diversity, and accessibility in commercial activity	✓	
Enthusiastic and resilient, with a positive approach to challenges	✓	

Terms and Conditions

Bradford Cathedral is committed to safeguarding and promoting the welfare of children and all vulnerable people. This commitment is shared by our staff and volunteers.

Reporting: The post holder will be line managed by the Director of Finance.

Place of work: The post is based at Bradford Cathedral. Occasional work from home is possible and can be negotiated with the Director of Finance.

Salary: £33,600 - £36,000 (£42,000 - £45,000 FTE) paid by credit transfer on or around the 24th of each month.

Hours: Will be worked between Monday and Saturday. Due to the nature of this role, these hours may need to be worked flexibly on different days and at different times, with time off given to compensate for any evening and weekend working.

Pension: The Cathedral participates in the Church Workers Pension Fund. The Cathedral will pay a 5% contribution to the pension scheme provided you pay a minimum of 3.5% of your salary into the scheme. You will be automatically enrolled unless you decide to opt out.

Probationary period: Three months

Notice period: During the probationary period, the notice period is one month on either side. After that, the notice period is three months on either side.

Referees: Names and contact details of two referees will be required.

Pre-appointment checks: Offer of the position will be subject to employment checks.

Why Join Us?

- 36 days' holiday (including bank holidays)
- 12 weeks' full sick pay
- Enhanced family leave – 12 weeks maternity & 2 weeks paternity on full pay
- Life assurance – worth twice your annual salary
- Hybrid working – work from home 1 day a week
- Work in a stunning historic setting – Bradford Cathedral
- Free onsite parking

How to apply

Please apply using the Church of England's Pathways website. The application should include a personal statement setting out the applicant's suitability for the role and addressing the criteria in the person specification.

<https://www.cofepathways.org/members/modules/job/detail.php?record=9192>

The deadline for applications is **Tuesday 14th October**.

Interviews will take place on **Wednesday 29th October** at Bradford Cathedral.