



## **JOB DESCRIPTION:**

### **Commercial Manager**

#### **Ravenglass & Eskdale Railway**

#### **Permanent full time position**

#### **Salary: Dependent upon experience**

### **About the Job**

The commercial manager will be responsible for all commercial aspects of the Ravenglass and Eskdale Railway to include retail, ticketing, catering, events and holiday let activities. The post will oversee and organise the visitor services, customer service, catering and retail departments, recruiting and training relevant staff.

### **About Ravenglass & Eskdale Railway**

The Ravenglass & Eskdale Railway is one of a group of privately owned companies whose central office is located in Kendal, Cumbria. The Ravenglass & Eskdale Railway operates a 15' narrow gauge steam railway running from Ravenglass seven miles through the Eskdale Valley to Dalegarth. It started life in 1875 as a 3' gauge railway for the carriage of iron ore and re-gauged in 1915 to 15". At the present time the operation stock of engines comprise 6 steam and 4 diesel locomotives. The Railway is one of the major tourist attractions in Cumbria, carrying over 100,000 passengers and with a turnover of nearly £2M per annum.

The Railway is assisted in its day to day operation by the Ravenglass & Eskdale Railway Preservation Society, many members of which volunteer for a wide range of duties.

The Railway is situated in a quiet, rural area of West Cumbria and the Commercial Manager will be required to live within commuting distance of the attraction. Rental accommodation may be available if required.

### **About the Role**

Key responsibilities will include, but not be limited to:

- To manage all visitor services and catering activities at Ravenglass and Dalegarth Stations
- To be responsible for supervising the training of visitor services and catering staff.
- Undertaking annual appraisals for direct reports and providing regular feedback to ensure performance is aligned to company expectations.
- Liaising with and making recommendations to the Group Retail Manager regarding appropriate stock.
- To keep abreast of high street trends to make recommendations to the CEO and Board over changes and investment proposals.
- Promote best practice across both catering operations to improve year on year sales, whilst protecting gross profit.
- Liaise with the Railway's Museum Project Manager to promote the museum to all visitors.
- To maintain a high standard of cleanliness, presentation and customer services at all facilities within the Ravenglass and Dalegarth stations.
- To assist and coordinate special events and experiences.
- To liaise with the Senior Duty Controller and Operations Manager on a daily basis.

- To prepare end of day, end of week, and other related financial and marketing reports. This will involve good communication with all staff and supporting all employees with the aim of achieving a friendly, efficient and smooth running service for all our customers.
- To ensure an excellent level of knowledge of the surrounding area amongst the visitor services team, thus providing all visitors with the best possible standard of service.
- At all times to work in a safe manner, raising any health and safety concerns immediately to your line manager. To be aware at all times of the health and safety of our customers and any other persons on site.
- To undertake any other tasks as required by the Company.

### **Reporting**

The management structure at the Railway sees responsibility shared between the Operations Manager and Commercial Manager posts, both reporting into the Chief Executive. The Commercial Manager will have a number of direct reports and will be responsible for the catering manager, visitor services supervisor, customer services manager and their respective teams, ensuring the smooth operation of cafés and ticket offices and retail outlets.

### **Person Specification**

The Commercial Manager will liaise closely, as necessary, with the Railway management team including CEO, General Manager, Group Marketing, Group Retail and all Railway heads of department.

The Commercial Manager will:-

- Have a good understanding of margin control
- An excellent communicator and motivator of people, someone who can lead the team forward.
- Demonstrate an enthusiastic, pro-active and problem solving approach to the job.
- Have the ability to work under pressure, taking responsibility for a situation as it arises
- Have an excellent knowledge of the railway and its surroundings, plus the ability to disseminate this information to all other members of the Visitor Services team
- Will be a good communicator/motivator and work well within a small team
- Be computer literate with the ability to use Microsoft office software and be conversant with analysing data from reports.
- Be willing to attend training sessions/courses as required
- Be an access-all ambassador and environmental champion

Bank Holiday and weekend working will be required, including some unsociable hours.

This is a hands on role and would suit someone with appropriate retail experience who is a great people person.

### **Leave Entitlement**

30 ½ working days per annum inclusive of bank holidays, plus one/two additional day after 5/10 years' continuous service respectively.

### **Benefits**

A series of staff discounts and benefits are available across our group of businesses. Company Pension Scheme with employer contribution, target related bonus scheme.

*This job description is expected to change and evolve in line with the business needs of the Group.*