

## COMMERCIAL MANAGER

The National Gallery of Ireland ('Gallery') is Ireland's major national cultural institution devoted to the collection and care of fine art. Comprising some 16,000 paintings, drawings, watercolours, miniatures, prints, sculpture and decorative arts, the institution's extensive holdings include masterpieces by many of the most celebrated figures in the history of western European art. In addition, the Gallery houses the most representative collection of historic Irish art. Funded mainly by the State, the Gallery employs more than 140 staff and provides free access to the public 361 days a year.

The Gallery wishes to recruit a **Commercial Manager** on a fixed term contract basis, to lead and manage all revenue generation and commercial activities. The post will provide strategic direction to the Gallery's Corporate Services division to improve commercial performance by increasing turnover and maximising net profit. The successful candidate will be tasked with maximising the commercial return to the Gallery from existing activities which include retail, revenue streams, events, café concession, photographic rights and reproductions, venue hire and location fees. The successful candidate will review delivery structures and look to generate new commercial opportunities from the Gallery's services and assets through other appropriate sources including online activity. Reporting to the Director of Corporate Services (or nominated deputy) the Commercial Manager will;

- Provide the strategic development and management of all commercial activities across the organisation
- Plan, develop and implement, in close consultation with the Director, Director of Corporate Service and other relevant staff, a revenue generation plan for the Gallery
- Set and agree annual targets with the Director and Director of Corporate Services for all commercial activity in line with the goals outlined in the Gallery's strategic plan and annual business plans. Monitor and report against these, taking appropriate corrective action where necessary
- Manage and increase the net profitability of the Gallery's existing commercial activities in line with agreed targets, including café and catering, donations, venue hire, events, rights and reproductions, Friends of the National Gallery events and other income generating activities
- Review retail and e-commerce strategy for the Gallery, including new retailing opportunities both in store and online and profitability of product lines
- Analyse sales figures and develop future sales targets
- Maintain awareness of market trends and monitor competitors
- Develop pricing strategies as required – events, ticketing, tours, lectures etc.
- Review digitisation costs and related revenues
- Maintain control of budgets and costs for all commercial activity and report against same
- Provide and develop reports on all commercial strategy and activity to the Board of the National Gallery, the Director and the Director of Corporate Services
- Act proactively and creatively to identify and deliver new income streams consistent with the brand values and ethos of the Gallery
- Work with the Gallery's Finance Department to develop and implement appropriate financial management systems for all commercial activities across the Gallery
- Provide commercial advice and input into sponsorship proposals being developed by the Gallery for projects and activities

- Develop key performance indicators (KPI's) and dashboards for reporting of all commercial activities
- Develop information and management systems and procedures to monitor and report on performance and progress on profitability and activity
- Present strategies and reports on progress against agreed targets to the Senior Management team and Board as required
- Ensure that a high standard of business and customer services are delivered consistently across all commercial activities of the Gallery
- Ensure compliance with all relevant legal requirements, regulations, protocols and best practices in all the Gallery business activities
- Lead and implement plans and ensure all objectives and plans are implemented on time and on budget
- Complete other duties appropriate to the post as required

**The successful candidate will have:**

- A third level qualification (NFQ Level 8 or above) in business, finance or other equivalent and appropriate qualification acceptable to the Gallery. Knowledge of relevant tax legislation, including VAT regulations
- Significant experience in commercial and management roles with a proven track record in managing a wide range of commercial and activities
- An understanding of the role of commercial and retail activity appropriate to the Gallery and the wider cultural sector
- A strong entrepreneurial spirit and proven track record in income generation, with the capacity and drive to deliver fresh opportunities
- Proven ability to think and act strategically and to develop and implement practical and effective processes and procedures
- Financial management experience including management of budgets coupled with an ability to understand and analyse commercial information and data
- Good project management skills
- Strong supplier / contractor management and negotiation skills
- A self-motivator who is adaptable and meets deadlines, is highly organised and flexible while working under pressure
- An approachable, inspirational and supportive team player with the ability to communicate effectively with staff in all departments
- Excellent communication skills: verbal, written and interpersonal allied with the confidence, drive and enthusiasm to lead and motivate a team
- Decision-making ability and sense of responsibility allied with a high level of integrity, diplomacy and professional skills
- Highly proficient in other Microsoft Office programmes including Excel, Word, PowerPoint and Outlook.
- Experience of the museum, gallery, heritage or culture sectors

Note: This job description is a guide to broad areas of responsibility and accountability and should not be regarded as a comprehensive listing. The job description may be subject to review in the view of new structures and / or the changing needs of the Gallery. All employees are required to be compliant with NGI screening, security and Garda vetting procedures.

**Grade and Salary:** Salary will be in accordance with point 1 of the Assistant Principal Salary scale (PPC), currently €65,093 per annum. Candidates should note the National Gallery of Ireland complies with Department of Public Expenditure and Reform regulations and guidelines on Public Service pay and conditions of employment

**Duration:** 3 year fixed term contract

**Closing date:** 4pm on Friday, 27<sup>th</sup> October 2017

**How to apply:** Interested applicants should send a cover letter and curriculum vitae (in MS Word only) in strictest confidence to Laura Malone, HR Partner, 89 Merrion Square West, Dublin 2 or alternatively via email to [lmalone@ngi.ie](mailto:lmalone@ngi.ie) . References (contact details) must be available upon request. Please state **Commercial Manager** on application.

**The National Gallery of Ireland is an equal opportunities employer**