



## Job Description

<b>Post/Job Title:</b>	<b>Commercial Manager (SportBU) (Fixed-Term)</b>
<b>Ref:</b>	<b>787</b>
<b>Location including building:</b>	<b>SportBU and Chapel Gate</b>
<b>School/Professional Service:</b>	<b>Sport &amp; Culture</b>
<b>Group/Section:</b>	<b>SportBU</b>
<b>Duration if temporary:</b>	<b>24 Months</b>
<b>Normal hours per week:</b>	<b>37</b> <b>(Some flexibility will be required in order to ensure that key time scales and deadlines are met).</b>
<b>Number of working weeks if term-time only:</b>	<b>N/A</b>
<b>Grade:</b>	<b>7</b>
<b>Accountable to:</b>	<b>Head of Sport &amp; Culture</b>
<b>Responsible for or supervises:</b>	<b>Programme Manager (APC), Programme Manager (TeamBU Juniors &amp; Outreach) and Programme Manager (CoachBU &amp; Outreach)</b>
<b>Special conditions:</b>	<b>DBS</b>

### Job Purpose

SportBU delivers a broad range of sport, facilities, events, and commercial services for students, staff, and the wider community. With the ambitions of BU2035 and a renewed focus on strengthening the university's sport offer, the Commercial Manager will provide strategic leadership and operational oversight of all commercial activity within SportBU portfolio including sponsorship, strategic partnerships, strategic marketing, memberships sales, retail/merchandise, facilities utilisation, and events income.

The role will develop an integrated commercial portfolio that enhances the student and staff experience while delivering sustainable financial management. Working closely with internal and external partners, the postholder will ensure that all commercial initiatives, sponsorships, and partnerships align with SportBU and university strategic priorities, governance requirements, and customer expectations.

The Commercial Manager is responsible for driving income generation across SportBU's portfolio—including fitness services, events, retail, sponsorship, and third-party activity—and for demonstrating measurable commercial improvement. They will design and implement a data-informed commercial strategy that maximises revenue while protecting the university's brand values and student experience.

As a member of the SportBU Executive Team, the postholder will contribute to institutional planning and provide expert advice on commercial development, sponsorship, and marketing. Strong partnership management with contractors, academic and professional services, and the Students' Union is essential to delivering high-quality, inclusive, and financially sustainable services

**Key responsibilities:**

1. Develop and deliver a 3–5-year commercial strategy for SportBU aligned to BU3035 with the ultimate aim of increasing income from commercial activity and achieving income targets. Translate strategy into annual operating plans with clear metrics, milestones and expected contribution to student experience, brand profile and financial growth. Identify opportunities for improved profitability, efficiency and value for money. Ensure all commercial activity follows BU Financial Regulations.
2. Produce yearly commercial plans and establish quarterly KPIs covering revenue, utilisation, membership, sponsorship, and marketing performance. Provide regular reporting and insight to senior leaders, using data to drive continuous improvement and inform strategic decisions.
3. Develop and lead on a sponsorship strategy for SportBU. Identify, evaluate, and secure sponsorships and partnerships (cash and value-in-kind), including proposition design, rights packaging, rate cards, negotiation, contracting, and account management. Lead on all relevant due diligence and ethical screening in line with BU policies and guidelines.
4. Develop and lead on a marketing strategy for SportBU which includes producing campaigns and targeted marketing materials in a timely manner to help drive income, participation, visibility and engagement. Work in conjunction with the Marketing & Communications team on activation plans (oncampus, digital, social, email, websites, signage).
5. Commission and interpret market research and competitor analysis. Gather and analyse audience insight from student voice, alumni groups, NPS surveys, and focus groups. Benchmark SportBU against local and sector competitors, using data to strengthen propositions, refine pricing, and guide investment decisions.
6. Effectively lead and manage the Outreach team including Programme Managers for TeamBU Kids, CoachBU and APC. Foster and actively promote a 'can do' culture which consists of a customer focused delivery of services and a positive team spirit. This will involve managing their work programmes and team objectives in line with BU2035, and output and performance on a regular basis.
7. Prepare business cases for investment (e.g., digital platforms, signage, equipment), articulating ROI, payback, and benefits realization whilst delivering on BU35.
8. Lead the commercialisation of facilities (e.g., venue hire, conference & events, holiday camps) including pricing, yield management, and utilisation optimisation.
9. Work with Finance and Procurement to deliver compliant commercial arrangements, accurate budgeting, and performance reporting; ensure appropriate contracts, SLAs and KPIs are in place. Set revenue targets, oversee commercial budgets, and produce accurate monthly management information. Analyse financial performance to identify trends, opportunities for efficiency, and areas needing corrective action. Ensure full compliance with BU financial regulations.
10. Support and influence product and pricing strategy for memberships, programmes, and events; implement promotional calendars and test-and-learn initiatives to optimise lifetime value and retention.
11. Lead the operational execution of events, venue lettings, and income-generating activities. Ensure service standards, customer experience, operational efficiency, and adherence to health & safety and university policies are consistently met.
12. Actively scout and scope new commercial opportunities, from facility products to academic collaborations, events, participation programmes, and external partnerships. Build business cases, evaluate viability, and lead implementation to diversify and grow income.
13. In conjunction with the General Manager (CG), support pricing, yield management, and operational utilisation of facilities including Chapel Gate. Develop hiring models, event propositions, and pricing strategies that balance affordability, demand, operational capacity, and financial performance.
14. Identify and manage commercial and operational risks associated with income-generating activity. Ensure compliance with contractual, legal, and regulatory requirements. Contribute to the development and review of policies, procedures, and risk assessments relating to commercial operations.

15. Work collaboratively with Marketing & Communications, Estates and Events teams to actively promote and develop SportBU commercial offer.
16. Act as a key point of contact for commercial clients, partners, and stakeholders building excellent internal and external relationships. Represent TeamBU in internal and external meetings relating to commercial activity.
17. Participate in TeamBU and University wide events (e.g. Open Days, Clearing, Fresher's activities) where appropriate.
18. To actively contribute to the delivery of the TeamBU Plan within the remit of your job, with the ultimate aim of achieving BU2035 and enhancing student experience and providing a high-quality service to all customers
19. To undertake any other duties commensurate with the role as required.

### Organisation Chart



### Contacts

**Internal:** ULT, UET, SportBU colleagues, BU Students & Staff, Estates, Finance, Legal Services, External Engagement team, Marketing & Communications team.

**External:** Customers, community, partner agencies (media, marketing, sponsorship), NGBs, local sports clubs, local businesses, potential sponsors, community organisations, local authorities, schools, colleges, Active Dorset, manufacturers and Suppliers, relevant personnel appropriate to industry,

### Dimensions

- Staff – 5 (Programme Manager x3 and Coordinator x 2)
- Annual income responsibility of £X
- Leadership for cross departmental projects of a commercial nature
- Leadership of cross departmental projects related to marketing and communications plans.

### Challenges

The Commercial Manager (SportBU) needs to have an excellent understanding of the issues related to commercial viability and pressures currently in the HE sports setting. The postholder will also need to -

- Deliver measurable income growth in an environment of increased competition.

- Use Data and AI to plan and forecast trends
- Ensure that student experience remains at the forefront and commercial decisions must not compromise affordability, equity or access.
- Work and deliver with constrained resources, be innovative, creative and collaborative

## **Information Governance Responsibilities**

### Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

### Data Steward

- i. Inspect, manage and monitor Information Governance compliance within their area.
- ii. Identify and manage data protection risks for the data used within their team/function.
- iii. Supervise what data is stored where, in what format and its quality throughout its lifecycle through to its appropriate deletion/destruction.
- iv. Ensure access is provided where there is a clear justification and removed when it is not required.
- v. Ensure appropriate safeguards are in place to protect data (e.g. physical and technical controls, and local processes and procedures are development, implemented, followed and regularly reviewed).

## **Safeguarding and Regulated Activity**

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

## **Additional Information**

NB: The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

All employees have an obligation to be aware of the Universities Environmental Policy, Carbon Management Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmental responsible manner

**July 2026**



## Person Specification

Post / Job Title: <b>Commercial Manager (SportBU) (Fixed-Term)</b>	Position No: <b>TBC</b>
School/Professional Service: <b>SportBU, Student Services</b>	Date: <b>March 2026</b>
<b>SELECTION CRITERIA</b>	<b>Essential / Desirable</b>
<b>Knowledge (including experience &amp; qualifications)</b>	
Degree or equivalent qualification in a relevant subject area or appropriate level of intellectual capacity/experience	E
Postgraduate qualification in a relevant professional or managerial qualification	D
Substantial relevant experience at a senior level in a similar or related role in a fast changing and complex environment	
Experienced manager with understanding and experience of working with complex processes and agreements with the ability to review and refine	E
Demonstrable track record of delivering commercial income growth (e.g. sponsorship, partnerships, memberships, events) in sport, HE or comparable sectors	E
Proven track record of designing and negotiating sponsorship/partnership packages and delivering activations	E
Experience of strategic marketing planning and campaign execution across digital and offline channels	E
Significant and successful track record of financial management and control and cash flow planning	E
Extensive staff management experience including experience of recruitment, appraisal and performance management	E
Experience of private and/or public sector financial, procurement and purchasing procedures	E
Experience of working with complex legal documents and agreements	E
Experience of working in a HE environment	D
<b>Skills</b>	
Excellent interpersonal communication skills with the ability to build effective working relationships with a wide range of customers & stakeholders and understand the differing requirements that they will have	E
Ability to manage a complex workload and effectively prioritise to meet deadlines	E
Proven ability to manage, lead, mentor and motivate/inspire staff around you	E
Highly developed analytical skills with ability to evaluate complex issues and provide appropriate solutions	E
Excellent problem solving skills and the ability to translate ideas into implementation plans	E
Able to summarise and present complex information in an easily understandable manner	E
Effective conflict resolution and negotiation skills	E

Data literate with the ability to draw insights from analytics and present actionable recommendations	E
Proven ability to effectively influence those around and above you	E
<b>Attributes</b>	
Flexible approach to the working day/week	E
Continually be a positive role model and contribute effectively as a excellent team player with a positive can-do attitude	E
Excellent attention to detail	E
Ability to work on own initiative, under pressure and regularly to deadlines	E
A demonstratable commitment to service excellence and continual service improvement	E
Commitment to developing cross-functional activity and exploiting synergies	E
Desire to understand the work of a complex organisation and the challenges that this brings	E
Creative flair with an ability to generate new ideas for service delivery	E
Pro-active in engaging with all elements of the business, keen to learn and grow within the department	E