



## **JOB DESCRIPTION: Head of Commercial and Revenue Generation**

### **Context of role**

Make It York ('MIY') is York's Destination Management Organisation and has a mission to grow the city's economic prosperity and wider well-being. Included in its remit are the following corporate priorities: network-building and inward investment; city positioning and profile-raising; marketing the city and its surroundings - nationally and internationally - as an attractive and vibrant place to live, visit, study, work and do business; and, driving forward York's Cultural Strategy.

### **Core details**

Job title: Head of Commercial and Revenue Generation

Reporting to: Managing Director

Location: 1 Museum Street, York

Key working relationships: Department heads

Key stakeholder relationships: national, local and international businesses

People responsibility: Commercial and Revenue Generation team

### **Main purpose of role**

- To maximize and diversify MIY's commercial revenue generation, beginning by reviewing existing performance and considering new revenue streams and horizon scanning for new opportunities and early warning of future revenue risks

### **Main Responsibilities and Key Tasks**

- To take responsibility for existing Visitor Information Centre revenue generation and explore options to increase this, taking into account successful retail models elsewhere
- To make proposals in relation to a new MIY membership
- To review Visit York membership and make recommendations in respect of fee structure
- To explore a range of model options with regard to York Pass in order to maximize and stabilise its revenues
- To analyse levels of 'advertising fatigue' amongst members and oversee the implementation of a structured annual approach to Publications and Sponsorship revenues
- To explore new revenue sources including but not limited to, advertising (including digital), use of foot streets and Knavesmire for events and promotions etc
- Preparing individual business cases detailing any investment requirements and risks
- To implement a programme of grants, donations, gifts, legacies etc
- To provide regular forecasts for revenue generation and to meet agreed targets
- Manage and motivate a diverse team

# Make It York

## **Skills and Experience**

- Numerate with experience of analysing risk and preparing business cases
- Meticulous planning and forecasting skills
- Autonomous and dynamic decision maker
- Creative thinking in developing new revenue streams and opportunities
- Some experience of working with the public sector and in regulated environments
- Willingness and experience of being outward looking
- Well networked with a credible approach
- Evidence of ability to meet and exceed targets
- Good working knowledge of commercial lending and associated requirements
- Established relationships with financial institutions

## **Hours of work**

Full time - 37.5 hours per week

**Applications** should be made by cv and covering letter to:

[commercialrecruit@makeityork.com](mailto:commercialrecruit@makeityork.com)

**Close date: 13.00 Thursday 10 October**

**Interviews will be held in York on Wednesday 23 October**