



COMMERCIAL DIRECTOR - JOB DESCRIPTION

The Commercial Director is accountable to the Board of the National Piping Centre (NPC) for establishing, controlling and developing the commercial activities of the NPC and for ensuring that the NPC maintains its position as the world centre of excellence for the tuition and study of the Highland Bagpipe.

Within the strategy and other policies set by the Board, the specific duties and responsibilities of the Commercial Director include the following.

1. To work in partnership with the Director of Piping in all aspects relating to the fulfilment of the National Piping Centre's principal objective: *"to promote and encourage the study of the music and history of the Highland Bagpipe."*
2. To exhibit consistently the recognised qualities of leadership, integrity, energy and enthusiasm which will stimulate maximum effort and engagement by the staff and all who are associated with the NPC.
3. With the Director of Piping, to advise the Board on strategic planning and future policy.
4. With the Director of Piping and the Board, to develop the strategic plan for the NPC and to monitor progress against the plan.
5. In partnership with the Director of Piping, to develop and maintain the NPC as a world centre of excellence for the tuition and study of piping and its related activities. To work with the Director of Piping in planning and organising recitals and musical activities, competitions, festivals and other events consistent with the standing of the NPC.
6. To manage and develop all commercial activities of the NPC within the Policy of the Board. This includes the hotel, restaurant, bar, functions, shop, finance, HR, property, fundraising, marketing and other commercial activities.

7 Hotel/Rooms/ Function/Restaurant/Bar/Shop/Retail

Maintain and improve the profitability of the Pipers Tryst hotel, restaurant, functions, shop and other retail businesses. Oversee sales promotions, stock level control, room occupancy levels and monitor the gross margin. Through the NPC's shop manager, ensure that the merchandise, items and equipment offered for sale in the NPC are appropriate and of a quality consistent with the standing of the organisation.

8. Finance

In partnership with the Director of Piping, to manage the charitable and commercial activities of the NPC in such a way as to maintain and improve financial profitability. This will include oversight of the finance function; delivery of accounts/cashflow/budgets, monitoring of cashflow, liaison with bank and auditors, supervision of licence applications and reviewing, developing and improving the financial performance of the NPC.

To ensure with the Director of Piping, that appropriate budgets are established and to provide to the Director of Piping and the Board all necessary regular ongoing financial information as required.

9.HR

To consult and liaise with the Director of Piping on all matters relating to the interview and appointment and contracts of employment of NPC staff, with regard to employees whose activities relate wholly or in part to the commercial or retail activities of the NPC. To manage and appraise all members of the commercial staff of the NPC and in partnership with the Director of Piping to manage and appraise other appropriate staff, in each case within the agreed policy of the Board.

10.Property

Within the agreed policy of the Board, maintain all aspects of the NPC properties. Obtain quotes for all repairs and refurbishment. Oversee these works, ensuring that they are completed to the required standards, on budget and on time. Ensure the security of all properties.

11.Marketing

In partnership with the Director of Piping, to ensure the effective marketing and promotion of the NPC.

12.Fundraising

Subject to the overall direction of the Board, with the Director of Piping, to supervise and develop the NPC's fundraising projects and to liaise on behalf of the NPC with Government and other funding bodies, including public and private bodies and individuals.

- 13 To supervise and motivate the staff involved in the commercial activity of the NPC, to interpret policy on their behalf, to ensure the efficient and effective performance of the duties assigned to them and to promote equality, diversity and inclusion in the workplace.
- 14 In partnership with the Director of Piping, to lead, develop and manage a high performing management team for the NPC with clear, effective delegation lines as appropriate, whilst maintaining day to day responsibility subject to the direction of Board.
- 15 To support the Director of Piping in developing the library into a major research and teaching resource.
- 16 Similarly in conjunction with any specialist staff to work with the Director of Piping, to develop the Museum, to become a significant record and history of piping.
- 17 With the Board and the Director of Piping, as appropriate, to represent the NPC at an appropriate level and in appropriate forums, both locally and worldwide.
- 18 With the Director of Piping, to establish and maintain quality and standards of control and compliance with laws and regulations across all the NPC's activities commensurate with its professional reputation and standing.
- 19 Through the admin staff, to receive and process promptly all external requests for information and supporting data, telephone enquiries and or general correspondence relating to the commercial activities of the NPC.
- 20 To ensure that the Director of Piping receives all relevant information on a regular basis to allow the business plan to be jointly updated within the agreed policy and direction of the Board.
- 21 To perform other specific duties as required by the Board.