

Job Description & Person Specification



Overview

Job Title	<i>Head of Commercial Partnerships</i>
Department / Faculty	<i>Community and Partnerships</i>
Reporting To	<i>Director of Community and Partnerships</i>
Campus / Location	<i>Candidates can be based at our Filton, WISE or Stroud campuses, with an expectation of regular travel between sites.</i>
Contract Type	<i>Full time Permanent. Consideration will be given to flexible working requests in line with our commitment to flexible working.</i>
Salary Grade	<i>MS 10-12</i>
Post Reference	
Author & Date	<i>Sarah Stephens-Lewis July 2026</i>

The Role

The Head of Commercial is responsible for the operational leadership and development of commercial activity across SGS College. The role will deliver income-generating opportunities through the effective management and promotion of the College's facilities, services, events and partnerships.

Working closely with the Director of Community & Partnerships, the postholder will implement the College's commercial priorities, identify new business opportunities, and develop relationships with employers, community organisations and commercial customers. The role will ensure that SGS facilities are well utilised, commercially successful and recognised for delivering an excellent customer experience.

The Head of Commercial will lead commercial teams, oversee venue hire and event activity, monitor performance against income targets and ensure that commercial operations are delivered safely, efficiently and in line with College policies and procedures.

Responsibilities

- Deliver the College's commercial objectives and annual income targets.*
- Manage and develop commercial activity across college facilities, venues, services and events.*
- Identify and convert new business opportunities that increase commercial income and facility utilisation.*
- Build and maintain positive relationships with employers, customers, community organisations and commercial partners.*
- Act as the lead operational contact for commercial clients and major venue users.*
- Oversee the planning and delivery of commercial events, conferences, performances and external bookings.*
- Work collaboratively with Marketing to promote commercial opportunities and increase customer engagement.*
- Monitor commercial performance and provide regular reports on income, occupancy levels, customer satisfaction and business development activity.*
- Manage commercial contracts, service level agreements and booking arrangements as required.*
- Lead, motivate and develop commercial staff, ensuring high standards of customer service and operational delivery.*

- *Ensure all commercial activities comply with safeguarding, health and safety, financial and legal requirements.*
- *Work closely with Estates and Facilities teams to ensure commercial spaces are well maintained, safe and fit for purpose.*
- *Support the continued development of SGS campuses as accessible and vibrant community hubs.*

What does brilliant performance look like in this role?

- *Commercial income targets are achieved or exceeded.*
- *Increased utilisation of College facilities throughout the year.*
- *Growth in repeat business and commercial customer retention.*
- *High levels of customer satisfaction from commercial users and partners.*
- *Successful delivery of commercial events with positive stakeholder feedback.*
- *Effective budget management and accurate commercial forecasting.*
- *Strong relationships with employers, community organisations and venue users.*
- *Full compliance with safeguarding, health and safety and financial procedures.*

Your Contribution to SGS Strategy 2031

Our strategy — [Get Future Ready](#) — is built around four outcomes:

Community, Achievement, Readiness and Enjoyment (CARE).

The whole college has its part to play in our achieving our strategic goals, and this role is aligned to those outcomes in the following ways:

☐ Community <i>Supports local communities through increased access to College facilities, events and partnership activity.</i>	☐ Achievement <i>Generates income that supports investment in facilities, resources and opportunities for learners</i>
☐ Readiness <i>Develops relationships with employers and commercial partners that create opportunities for learner engagement and industry collaboration</i>	☐ Enjoyment <i>Helps create vibrant campuses that provide positive experiences for students, staff, visitors and community users</i>

Key Role Information

Direct Reports	Circa 4
Indirect Reports	Circa 3-10
Budget Responsibility	Circa £500K
Number of Learners	N/A
Number of Courses	N/A

Who Will You Work With?

Internal relationships

The Head of Commercial will work closely with colleagues across the College to maximise commercial opportunities, enhance customer experience and support the effective use of College facilities and resources.

Key internal relationships include:

- *Director of Community & Partnerships*
- *College Leadership Team (CLT)*
- *Extended Leadership Group (ELG)*
- *Communications, Branding and Public Affairs Team*
- *People and Culture Team*
- *Finance Team*
- *Estates Team*
- *Sports and Performing Arts Academies*
- *Student Services Team*
- *Wellbeing and Safeguarding Team*

External relationships

The Head of Commercial will develop and maintain productive relationships with a wide range of external stakeholders to support income generation, facility utilisation and community engagement.

Key external relationships include:

- *Commercial customers and venue users*
- *Local employers and business networks*
- *Chambers of Commerce*
- *Community and voluntary organisations*
- *Sports clubs and governing bodies*
- *Arts, culture and entertainment organisations*
- *Event promoters and conference organisers*
- *Local authorities*
- *West of England Combined Authority*
- *Education and training providers*
- *Professional service providers and contractors*
- *Local residents' groups and community representatives*
- *Existing and prospective commercial partners*

Living the SGS Way — Our Behaviours

Everyone at SGS is expected to live our values — **Consistent, Ambitious, Respectful and Empowered**. This means:

Consistent Communicating clearly, following through on commitments, using evidence to make good decisions.	Ambitious Striving for excellence, sparking 'wow'; moments, never settling for average.	Respectful Building inclusive relationships, celebrating diversity, never tolerating unfairness.	Empowered Taking ownership, embracing new ideas, welcoming accountability.
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Safeguarding, Equality & Compliance

All SGS employees share our commitment to the safety and wellbeing of students and colleagues. The following apply to every role:

- Actively support achievement of the College’s strategic goals and annual improvement plans.
- Promote SGS as an organisation committed to the highest standards of delivery and service.
- Share the College’s commitment to safeguarding — prioritising the welfare of children, young people and vulnerable adults.
- Champion the effective implementation of the College’s Equality, Diversity and Inclusion Policy.
- Promote and implement best practice in Health & Safety.

DBS Level Required	☒ Enhanced with barred list checks
	☐ Enhanced without barred list checks
	☐ Standard
	☐ None

Person Specification

What does the ideal candidate look like?

Job Title

Head of Commercial Partnerships

Qualifications & Attainments

Criterion	Essential	Desirable	Assessed by
Degree or equivalent professional qualification in a relevant subject	√	☐	<i>Application</i>
Evidence of continued professional development in education leadership or management.	√	☐	<i>Application</i>
Postgraduate qualification or leadership qualification (e.g. MBA, PGDip, NPQ).	☐	√	<i>Application</i>

Experience & Knowledge

Criterion	Essential	Desirable	Assessed by
Significant experience of partnership development and management with external stakeholders	√	☐	<i>Application & Interview</i>
Proven track record of building and sustaining complex, multi-stakeholder partnerships	√	☐	<i>Application & Interview</i>
Experience of working with employers and community organisations to improve outcomes.	√	☐	<i>Application & Interview</i>
Experience of managing externally funded projects or programmes.	☐	√	<i>Application & Interview</i>
Strong understanding of commercially-led contracts, sponsorship or income generation	☐	√	<i>Application & Interview</i>
Knowledge of social inclusion, widening participation and community development principles	☐	√	<i>Application & Interview</i>

Skills & Abilities

Criterion	Essential	Desirable	Assessed by
Highly developed thinking and planning skills.	√	☐	<i>Application & Interview</i>
Excellent influencing, negotiation and relationship-management skills.	√	☐	<i>Application & Interview</i>
Ability to operate credibly with external stakeholders	√	☐	<i>Application & Interview</i>
Strong communication skills, both written and verbal.	√	☐	<i>Application & Interview</i>
Ability to analyse data and evidence impact.	√	☐	<i>Application & Interview</i>

Strong leadership and people-management skills.	√	☐	Application & Interview
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Essential SGS Attributes — All Roles

These attributes are non-negotiable for all SGS roles and are assessed for every candidate.

Attribute	Essential	Desirable	Assessed by
Initiative: Demonstrates willingness to identify problems, take ownership and drive positive change without being asked.	√	☐	Application / Interview
Influencing: Able to make a persuasive case, bring others along and build support for ideas.	√	☐	Application / Interview
Interpersonal skills: Communicates and works with others in a way that builds trust and cooperative relationships.	√	☐	Application / Interview
Teamwork: Genuinely collaborative — shares knowledge, supports colleagues and contributes to a positive team culture.	√	☐	Application / Interview
Commitment to CARE: Actively embodies the SGS values of Consistency, Ambition, Respect and Empowerment in day-to-day work.	√	☐	Application / Interview

Role Conditions (if applicable)

Are there any specific requirements candidates need to be aware of?			
Ability to travel between campuses, occasional requirement to work some evenings or weekends, requirement to hold or obtain a specific licence beneficial.	√	☐	Application Form

A Note on Flexibility

As SGS evolves, the responsibilities and location of this role may be adjusted in consultation with the post-holder.

Where a disability is indicated, every effort will be made to make reasonable adjustments. Job redesign will always be fully considered.