

**Commercial Director – Go To Places Limited**

Go To Places is a values-led, not-for-profit destination management organisation, seeking to expand its successful destination consultancy and management activity.

Go to Places is the company responsible for the successful delivery of two of the country’s leading Local Visitor Economy Partnerships, Visit Kent and Visit Herts, and has developed a strong reputation for providing practical advice and guidance on sustainable tourism management.

The organisation is looking to recruit a Commercial Director to play a pivotal role in realising its ambition to become an industry leader in destination delivery, through the growth of its destination partnerships, strategic insights and innovative product development to support place management.

This is a permanent, new strategic role reporting to the CEO, which will take the lead on attracting and securing funding and contracts from the public and private sectors, to support destination and place development in line with the business plan. The Commercial Director will work closely with the senior management team, to ensure that funded programmes and commercial contracts are delivered efficiently and to a high standard, whilst maximising revenue.

**The key accountabilities of the role:**

* Identify new commercial opportunities based on business, visitor and resident needs
* Work with stakeholders to develop large scale funding bids, eg Lottery, to deliver strong added value for our destinations and addressing key challenges and priorities
* Develop and deliver ambitious, innovative and engaging activities which deliver value to investors, are deliverable within resource and match the strategic aims of our Business Plan and Destination Management Plans.
* Identify opportunities to create legacy products from current and historic major projects, and seek new commercial products leveraging the deep experience of the organisations
* Direct the delivery of funded programmes to ensure projects are successfully delivered to a high standard, providing demonstrable impact and value for the funder, the destination and stakeholders, whilst maximising revenue for the organisation
* Develop and deliver innovative solutions for destination managers and provide a sustainable revenue stream for the organisation
* Develop and sustain a strong and engaged corporate membership
* Develop and implement a strong and compelling Corporate Comms strategy
* Support a culture of innovation, partnership and collaboration.
* Work with the CEO and Board to develop the future business strategy
* Deputise for the CEO at local and national industry forums, meetings and events.

**The person we are looking for will have:**

* A deep understanding of, and passion for, the visitor economy and place management
* Demonstrable experience of successful bid writing skills and a track record of delivering results.
* The ability to build excellent stakeholder relationships with both public and private sector organisations, at a local and national levels.
* Strong leadership and management skills
* Commercially savvy with a strong customer focus
* Excellent interpersonal and communication skills
* Knowledge of, and interest in, sustainable destination management
* The flexibility and capability to travel around Kent, the UK and internationally

**We can offer:**

* Salary of £50-60k p/a depending on experience
* A hybrid working environment
* A strongly supportive culture – we are a highly collaborative, innovative, perceptive and inclusive team
* Company paid cashback health scheme membership
* 25 days annual leave, plus bank holidays
* Performance related pay scheme
* Team wellbeing events

This is a full-time role, but consideration will also be given to applications requesting part time hours.

* The closing date for applications is Monday 11 November 9.00am
* Interviews will take place at our office in central Canterbury on Monday 18 November (there may be some flexibility, but this is not guaranteed)

To apply please email jobs@gotoplaces.co.uk with your CV and a cover letter outlining why you are interested and why you think you would be suitable for the role.

*We recognise the challenges that people with protected characteristics may experience on the job market and in their career progression. We are fully committed to being an inclusive employer and ensuring equal opportunities. We are keen to make our workforce as diverse as possible, and we hope to attract applications from underrepresented groups, including ethnic minorities, people with a disability, and people with gender-diverse identities.*

*Your application will be processed in accordance with the Data Protection Act 2018*. *Our HR privacy policy can be found* [*here*](file:///C%3A%5CUsers%5CAlisonHughes%5COneDrive%20-%20Visit%20Kent%5CDesktop%5CGTP%20HR%20Privacy%20Notice.pdf)*.*