



Job Description

Job Title: Business Development and Innovation Manager

Responsible to: Head of Commercial Development

Bristol Music Trust

Bristol Beacon is a music charity, renowned venue and award-winning music education hub. We're here to help make space for music every day, with everyone. We do this through a remarkable programme of live music performance, participation and education. Our vision is to unite people through the joy of live music and believe that doing so has the power to create a better society for all of us.

Part of Bristol's cultural heritage for 150 years, Bristol Beacon has hosted some of the world's greatest musicians from Ella Fitzgerald to The Beatles to London Symphony Orchestra. We strive to be a symbol of hope and community, a focal point for music and a place of welcome, warmth and light.

Operated by Bristol Beacon since 2011, in 2018 we embarked on a major capital transformation of our venue to create a world-class concert hall for the city and region, with accessibility and inclusion at its core. Hailed as one of the most significant investments in cultural infrastructure in the UK in recent times, we reopened in November 2023 with a programme that included landmark commissions, celebrations of Bristol artists and performers, star names in music and comedy, and a blockbuster Orchestral season. With an ambitious ongoing programme of concerts, gigs, festivals, conferences and more, and with new spaces dedicated to education and talent development, we anticipate hosting 800 events and welcoming 400,000 visitors per year from across Bristol, the South West and internationally.

As an organisation we are equally and increasingly recognised nationally for our work to grow music education and participation. We have developed our creative learning and engagement work on an unparalleled scale. Our specialisms include working with underrepresented communities, including 2,500 young people with disabilities and in care. As the Music Education Hub lead for Bristol and from 2025 the West of England, we deliver the National Plan for Music Education to all children aged 4-18, inspiring 39,000 children in 150 schools, special schools, and youth groups every year. Our community led Transformation Promise programme is backed by strategic funding partners and includes working with children under five from low-income families, adults in social isolation/with dementia, children in care/care leavers and community musicians.

We achieve all of this through the work of our vibrant and dedicated staff team. We aspire to reflect the city of Bristol and its people; we value individual difference and place great importance on inclusion, wellbeing, and staff engagement, so that our team can be their best

selves at work.

Purpose of the Role

The Business Development and Innovation Manager will lead the development, management and commercial growth of Bristol Beacon's customer-facing digital infrastructure. The postholder will be the systems specialist responsible for designing and developing digital solutions that support our commercial objectives and deliver a high-quality customer journey, while championing excellence in accessibility across everything we do.

In an ever-evolving digital landscape, the Business Development and Innovation Manager will be curious about and engaged with technological development across the wider arts sector and beyond. This will enable the postholder to identify opportunities and translate ideas into practical and commercially viable solutions for Bristol Beacon.

Success in this role will be demonstrated by increased revenue, higher conversion rates through the purchase pathway, and better user experience. Examples may include a reduction in basket abandonment, increased revenue from secondary products such as drink packages, and increased audience satisfaction with the purchase journey.

By combining innovation and excellence in delivery, the Business Development and Innovation Manager will strengthen Bristol Beacon's long term financial resilience, embedding modern systems that are fit for the future.

Key Responsibilities

The postholder will be responsible for:	The postholder will do this by:
Managing Bristol Beacon's public facing digital infrastructure	• Being the principal point of contact for key digital partners including Bristol Beacon's web developer and a key stakeholder for our box office software provider • Working closely with the Marketing Department to ensure Bristol Beacon's website infrastructure is fit for purpose and where this is not the case, developing it accordingly • Working with the Digital Marketing Manager to review and implement system updates and developments across the website, box office and other back-end systems • Recommending new digital products and tools to meet emerging trends, business objectives and audience feedback • Managing end to end delivery of new digital products from conception to implementation
Maximising revenue generated through the	• Testing ways to optimise conversion through the purchase pathway across web and mobile devices

ticket purchase pathway	• Working collaboratively with teams across Bristol Beacon to identify, develop and bring to market new secondary products to sell within the customer journey, such as premium experience packages, drink pre orders, memberships and donations • Identifying, evaluating and implementing new digital products, tools and functionality that enhance the customer journey and generate additional revenue. • Using audience behaviour, sales data and testing to identify opportunities to improve the performance and commercial value of the customer journey
Championing excellence in user experience and digital accessibility	• Leading the implementation of the recommendations made in Bristol Beacon's digital accessibility audit, responding to ongoing user feedback and identifying further opportunities to improve accessibility • Consistently developing Bristol Beacon's systems with best practice in UX and accessibility • Ensuring Bristol Beacon's systems are fit for purpose across multiple device types such as mobile and desktop
Exploring new earned income opportunities	• Working collaboratively with teams across Bristol Beacon to identify, develop and bring to market new commercial revenue streams enabled through our digital systems, such as third-party ticketing • Researching emerging digital and commercial opportunities across the live music and cultural sectors, assessing their potential to generate new income for Bristol Beacon • Developing business cases and recommendations for new revenue opportunities, balancing commercial potential with customer experience, operational requirements and organisational priorities.
Monitoring performance	• Creating benchmarks, KPIs and ongoing reporting tools to measure the performance and success of Bristol Beacon's digital systems and commercial activity. • Monitoring customer behaviour, conversion, revenue and other key performance indicators to identify trends, opportunities and areas for improvement.

	Regularly reporting on performance and using this data to create insights to inform recommendations, prioritise activity and demonstrate the impact of digital improvements.
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This role is part of a two year funded project to grow Bristol Beacon's income through its digital pathways. There will be specific outcomes for this role as agreed with our funder.

Person Specification

Essential – The role holder **must** have the following **Core** and **Role Specific** competencies:

Core Competencies

LEADERSHIP

- Ability to organise own and others' activities.
- Ability to enact change and bring others along on the journey

COMMUNICATION

- Ability to effectively transfer information to all levels of staff, adapting the style of communication as necessary and ensuring that this information is understood.
- Excellent standard of written and verbal communication
- Strong interpersonal skills.

ADAPTABILITY/FLEXIBILITY/PROBLEM SOLVING

- Generation of new ideas and suggestions for change.
- Ability to flex approach to difficult needs of several concurrent workstreams.
- The ability to respond & adapt to changing circumstances and to manage, solve problems and provide solutions

TEAMWORK

- Seeks ideas and input from colleagues in own and other teams
- Discusses problems/issues with team members.

PLANNING & ORGANISATION

- Is able to organise own, and others time effectively, responds to changing priorities, and meets deadlines as required.
- Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required

Role Specific Competencies

PROFESSIONAL AND TECHNICAL

Digital Project Management

- Proven track record of delivering commercially driven digital systems that increase revenue and improve user experience.
- Experience acting as a Product Owner, managing end-to-end customer journeys across digital platforms (e.g. website, ticketing, CRM).

- Experience of project management from concept to delivery and beyond.
- Demonstrable success in improving digital performance metrics such as conversion rates, basket abandonment, UX optimisation.
- Experience of managing a website day to day – previous use of Wordpress is desirable.
- Experience procuring, implementing and integrating third-party digital systems and platforms.
- Strong understanding of accessibility standards and inclusive design principles (e.g. WCAG) and their practical application.
- Significant experience leading digital transformation, innovation, or business development projects across multiple departments in a complex organisation, preferably in an arts or culture charity.
- Knowledge of financial and ticketing reporting within a box office ticketing system - previous use of Spektrix and Crowd Engage is desirable.
- Strong commercial acumen with the ability to identify growth opportunities and maximise income.
- Experience using data and analytics to inform strategic decision-making and continuous improvement.
- Ability to understand and analyse data and modify processes accordingly.
- Accuracy and attention to detail.

Occasional Duties

The role holder will carry out any other duty that is reasonably required.

Place of Work

Your usual place of work is Bristol Beacon, central Bristol, but you may be required to work at other locations that are reasonably placed including Beacon Music Centre.

Date created/modified: September 2026

Created by: Head of Commercial Development

Approved by: Director of Audiences

Outline of Terms and Conditions:

Role:	Business Development and Innovation Manager
Salary:	£38,000 per annum
Contract:	Fixed term until End of December 2028
Hours:	Full-time, 37 hours
Annual Leave:	24 days leave plus bank holidays, increasing by one day each year to 29 days after 5 years of continuous service
Probationary Period:	6 months

Pension: Bristol Music Trust operates a Salary Exchange (salary sacrifice) Pension Scheme with a 5% employer contribution, subject to a minimum 4% employee contribution

Application Procedure

To apply please complete our application form and equal opportunities monitoring data on our StaffSavvy recruitment portal, outlining your experience and skills against the employee specification for the role, and describing why you would like to be part of our team. Please use the Application Guidance we have provided to structure your application.

If you require our application form in an alternative or if you need to provide your application in a different way or have questions about the recruitment process for the role, please email hr@bristolbeacon.org

Reasonable adjustments will be made for applicants if required, please let us know if you have any needs. Please email hr@bristolbeacon.org Disabled applicants who meet the essential criteria for the role, will be offered an interview.

The closing date for applications is **9.00am Wednesday 30 September 2026**.

Bristol Beacon recognise, respect and value individual difference. We are committed to the wellbeing of our staff and to being an Equal Opportunities employer and attracting diverse talent from sections of the community currently underrepresented in the culture sector to help us to develop a more diverse workforce.