



BRISTOL BEACON

Head of Commercial Development
Recruitment Pack
August 2025

Welcome

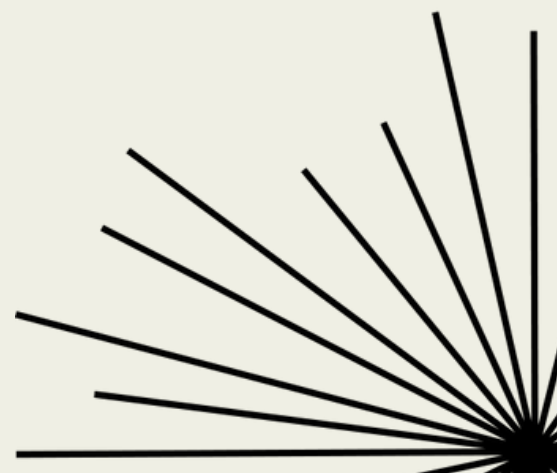
We're delighted that you are interested in finding out more about the role of Head of Commercial Development at Bristol Beacon.

After an acclaimed reopening of our transformed venue in November 2023, Bristol Beacon is now firmly established as a dynamic and creative force at the heart of Bristol's artistic and cultural offer, both through our live performances and from the extensive work performed by our creative learning and engagement teams. Since closing our concert spaces in 2018 for a complete building transformation we have taken time to reflect, to listen and to remodel the whole organisation, most notably through the important evolution from Colston Hall to the new name of Bristol Beacon.

We are seeking an exceptional Head of Commercial Development to shape and grow Bristol Beacon's events business and to drive the next phase of Bristol Beacon's growth, unlocking the full potential of our commercial opportunities.

Your expertise in developing and delivering innovative revenue strategies will be central to generating vital income that supports our acclaimed programme of live performances and creative learning experiences, while ensuring every visitor and client enjoys an unforgettable experience. We very much hope that you share our vision for Bristol Beacon and that you will be excited, inspired and energised by the prospect of playing an important role in this ambitious and unique organisation.

We look forward to hearing from you.



Bristol Beacon

Bristol Beacon is a music charity, renowned venue and award-winning music education hub.

Our Mission

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

We believe that by creating space for incredible live music experiences, we create a more united and joyful society.

How we work

We value the contribution that every one of us makes to achieving our mission and vision, and we commit to the following values and behaviours to make it happen.

- We collaborate with each other
- We are open and honest
- We always rise to a challenge
- We care for each other and ourselves
- We are proud of our work
- We are committed to inclusion
- We believe music can make a difference in the world

Music is at the heart of what we do, but we also host and co-create many other types of events from community group meetings to awards ceremonies, conferences, talks, stand-up comedy and lots more.

Bristol Beacon was originally built in 1867, and we have a long and fascinating heritage as a public space for the people of Bristol, including a rich social and music history.

We have also announced our sustainability commitment to become the first net zero concert venue in the UK by 2030.



Here's a taste of what we do

[About Us](#)

[Our Transformation](#)

[Bristol Beacon - All Together Now](#)

[Bristol Beacon - BSL Guide](#)

The Business Model

The business model is based on a balance between the three equally important areas of the business – the artistic programme, the education programme and the commercial programme. With no ongoing local authority revenue funding, this makes decisions around the balance of the programme critical for the success of the business. The programme is based on just under 50% own promotions with the rest made up of a curated programme of lettings and co-promotions. Operational efficiency is key to delivering a very varied programme in three highly flexible spaces. It also underpins the success of the business model to maintain show and commercial event margins.

We partner with two providers to deliver all our food & beverage services with a guaranteed minimum commission deal.

Turnover in 2024/25 was £12m with 15% of income generated from public sources (mainly Arts Council England), 19% from fundraising, 40% from events and 26% from commercial sources. The outturn was a breakeven position and the model has been tested by our trustees and external consultants who are comfortable that it is achievable if challenging.



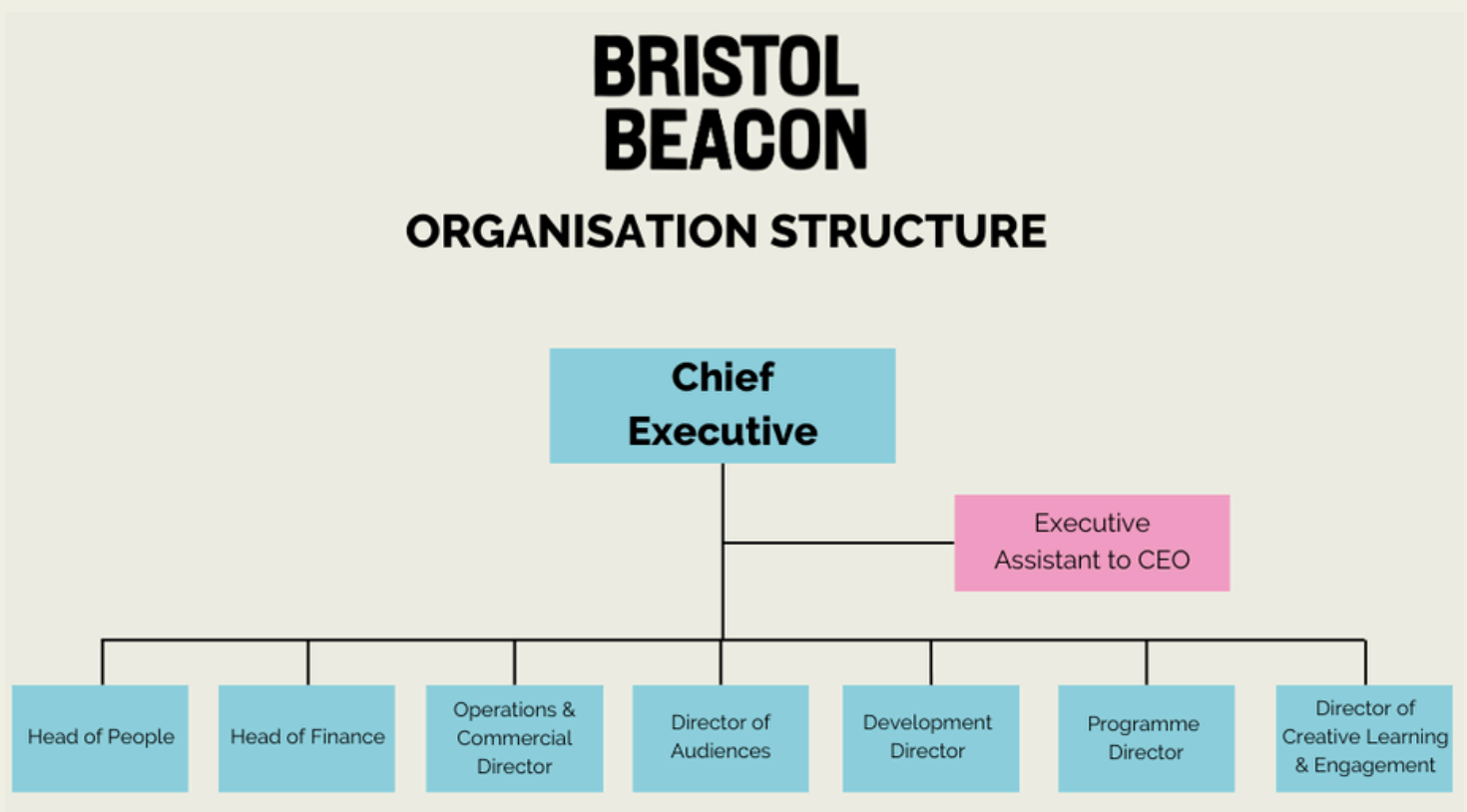
Current Organisational Structure

We are chaired by the renowned broadcaster, writer and historian, Jonathan Dimbleby who is passionate about ensuring Bristol Beacon is a place that all can enjoy. When being appointed as Chair, he stated:

“At the start of this new era, I hope that everyone in Bristol will come to regard the Beacon as their musical ‘home’, a place that is open to all and at the service of all. With a wonderful new concert hall and a range of facilities that rival any in Britain – or indeed Europe – our task is to ensure that we offer a feast of musical delights for all ages, all cultures, and all tastes. I want the new Beacon to shine a light across the city and far beyond. I know that it can and that it will – which is why I am honoured to play my part in helping to meet this challenge.”

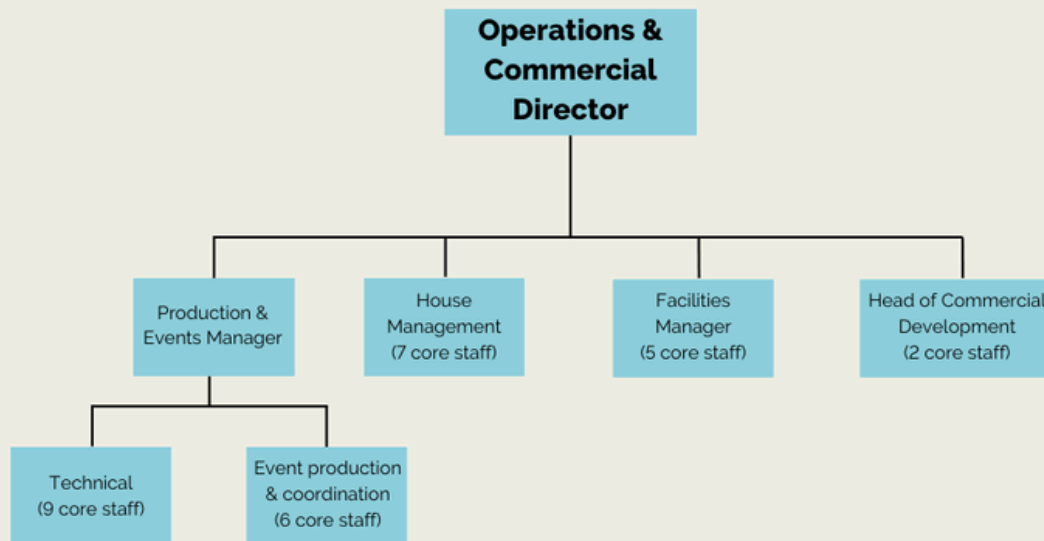
The Leadership Team structure shows the seven main divisions that report to the Chief Executive:

- Artistic Programming
- Audiences & Marketing
- Operations & Commercial
- Finance
- HR
- Creative Learning & Engagement
- Development



BRISTOL BEACON

DEPARTMENT STRUCTURE



Who we're looking for...

Your commercial events expertise will be key to unlocking the next chapter of our growth, driving exceptional event delivery, revenue generation, and client satisfaction. You'll be a natural relationship-builder who connects with clients, partners, and colleagues to create memorable experiences that stand out. Commercial insight and creativity should sit at the heart of your approach, ensuring every event maximises both impact and income. If you can lead with vision, inspire your team, and turn opportunities into results that strengthen our cultural and financial success, we'd love to hear from you.

Purpose of the Role

The Head of Commercial Development is a leadership role responsible for shaping and delivering Bristol Beacon's commercial events strategy. Building on an already successful programme of conferences, events, and food and beverage partnerships, you will champion Bristol Beacon as a premier destination for cultural and corporate events.

In this role, you'll collaborate closely with various teams driving income generation by maximising existing opportunities, exploring new revenue streams, and fostering innovation—while staying true to our artistic and community values. Working collaboratively across departments, you will lead a high-performing team to unlock the full potential of our spaces, brand, and audiences.

Reporting to the Operations & Commercial Director you will lead the Commercial Business Manager and the Commercial Business Co-ordinator.

Key Areas of Responsibility

Strategic Leadership & Planning

- Work with the Operations & Commercial Director to design and deliver a long-term commercial strategy aligned with organisational goals and financial targets.
- Identify, develop, and implement new income streams to ensure sustainable growth.
- Support the ambition to be a national leader in sustainable, inclusive cultural enterprise.

Sales & Income Generation

- Lead the sales function to maximise income from corporate, private, third sector, and association events.
- Achieve and exceed sales targets across all commercial activity.
- Drive secondary spend through hospitality, F&B packages, and upselling opportunities.
- Develop pricing models, forecasts, and performance reports, tracking KPIs and ROI to refine strategy.
- Oversee and develop white label ticketing offer for third party venues and events, working closely with Director of Audiences.

Client Experience & Relationship Management

- Oversee catering contracts and supplier relationships, acting as the day-to-day manager and first point of contact for our catering partners, Graysons and Loaf.
- Alongside colleagues, ensure consistently high-quality client experiences across all commercial services.
- Build and maintain strong relationships with corporate clients, sponsors, funders, and key stakeholders.
- Lead contract negotiations, account management, and client retention strategies.
- Deliver compelling, bespoke proposals and presentations.

Marketing & Promotion

- Collaborate with the Marketing team to create impactful campaigns promoting Bristol Beacon's commercial offer.
- Oversee the delivery of inspirational show rounds and high-quality promotional materials.
- Represent the organisation at trade events, business forums, and industry networks.

Operational Oversight

- Alongside colleagues, ensure efficient coordination with internal teams to deliver seamless event experiences.
- Maintain current market knowledge and benchmark rates to ensure competitive offers.
- Ensure all commercial activities comply with Trust policies and procedures.
- Manage budgets, invoicing, and contracting processes within agreed guidelines and timelines.

Team Leadership

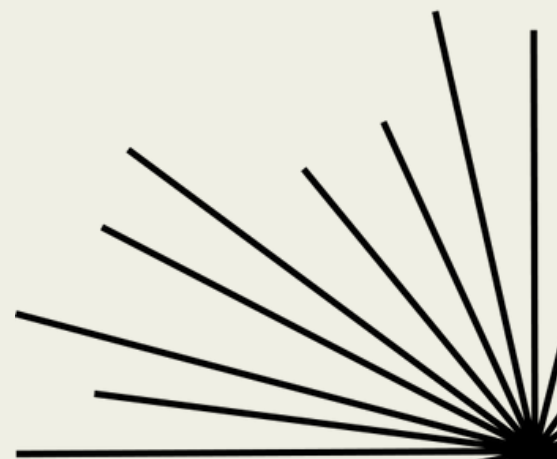
- Inspire, lead, and develop the Commercial Development team, fostering a high-performance, sales-focused culture.
- Hold regular cross-departmental meetings to ensure operational efficiency.
- Establish clear sales targets and produce regular, accurate management reports.

Person specification

The role holder must have the following Core and additional Role Specific competencies:

LEADERSHIP & MANAGEMENT

- Is able to inspire individuals to give their best to achieve a desired result.
- Maintains effective relationships with individuals and the team as a whole, to ensure that the team is equipped to achieve objectives set according to business need.
- Manages the development and performance of staff through coaching, mentoring, and peer support.
- Promotes a trusting and empathetic, equitable and fair environment.
- Ability to motivate and lead the team to ensure effective performance against goals.
- Provides effective leadership and values to the team, passing on own skills and knowledge where possible.
- Risk management, and the need to translate strategy and vision into day to day meaning.



COMMUNICATION

- Is able to effectively transfer key and complex information to all levels of staff, adapting the style of communication as necessary and ensuring that this information is understood.
- Excellent and accurate standard of written and verbal communication
- Strong communication and interpersonal skills.
- Conveys and receives information effectively.

ADAPTABILITY/FLEXIBILITY/PROBLEM SOLVING

- Generation of new ideas and suggestions for change.
- Ability to flex approach to difficult needs of several concurrent workstreams.
- Remains resilient, able to prioritise, whilst working under adverse or conflicting demands.
- The ability to respond & adapt to changing circumstances and to manage, solve problems and provide solutions in a climate of ambiguity.

CUSTOMER SERVICE

- Builds rapport and sustainable relationships with customers – seeking pro-actively to understand their needs and satisfaction levels.
- Actively seeks customer/client feedback.
- Gives advice which leads to valuable outcomes. Looks to continuously review and improve performance standards of self and team.

TEAMWORK

- Ensures team is appropriately skilled, managed and resourced.
- Is able to effectively delegate, monitor performance, and motivate the team.
- Seeks ideas and input from own and others teams.
- Discusses problems/issues with team members that could impact on results. Communicates expectations for teamwork and collaboration.
- Gives credit and acknowledges contributions and efforts of individuals to team effectiveness.

PLANNING & ORGANISATION

- Is able to organise own, and others time effectively, responds to changing priorities, and meets deadlines as required.
- Making long term plans which encompass the vision, aims and strategic objectives of Bristol Beacon.
- Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required.

Person specification

Role Specific Competencies

- Proven track record in delivering and growing commercial events, including conferences, corporate hires, and private functions.
- Demonstrable success in achieving and exceeding sales and income targets.
- Strong understanding of venue hire operations, event logistics, and client service delivery.
- Experience in developing and implementing sales and marketing strategies for events.
- Excellent knowledge of the events and MICE (Meetings, Incentives, Conferences, Exhibitions) market, including industry trends and key stakeholders.
- Financial management experience, including forecasting, budgeting, and ROI analysis.
- Highly developed commercial acumen with the ability to identify and maximise income opportunities.
- Strong leadership skills with experience managing, motivating, and developing teams.
- Excellent relationship-building skills with a proven ability to secure and maintain long-term client partnerships.
- Outstanding communication skills, both written and verbal, with the ability to prepare compelling proposals and reports.
- Exceptional organisational and planning skills, able to manage multiple projects simultaneously.
- Problem-solving mindset with the ability to adapt quickly to changing circumstances.

The following is desirable

- Experience working in a cultural or arts venue.
- Familiarity with Artifax or similar venue management software.
- Sales or marketing qualification.
- Experience in contract negotiation and managing catering or hospitality partnerships.
- Established network within the events and conference industry.
- Understanding of contractual, invoicing, and compliance processes.

Special Conditions

Your role requires you to work flexibly to complete your duties, and you may, from time to time, be required to work alternative or additional day (including evenings, weekends and bank holidays) to meet the requirements of your role, and these hours will be agreed in advance between yourself and your line manager in accordance with the requirements of Bristol Beacon.

Other Duties

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

Your place of work

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

Outline of Terms and Conditions

Role: Head of Commercial Development

Salary: £50,000 per annum

Contract: Permanent

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 employee contribution

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



Next steps

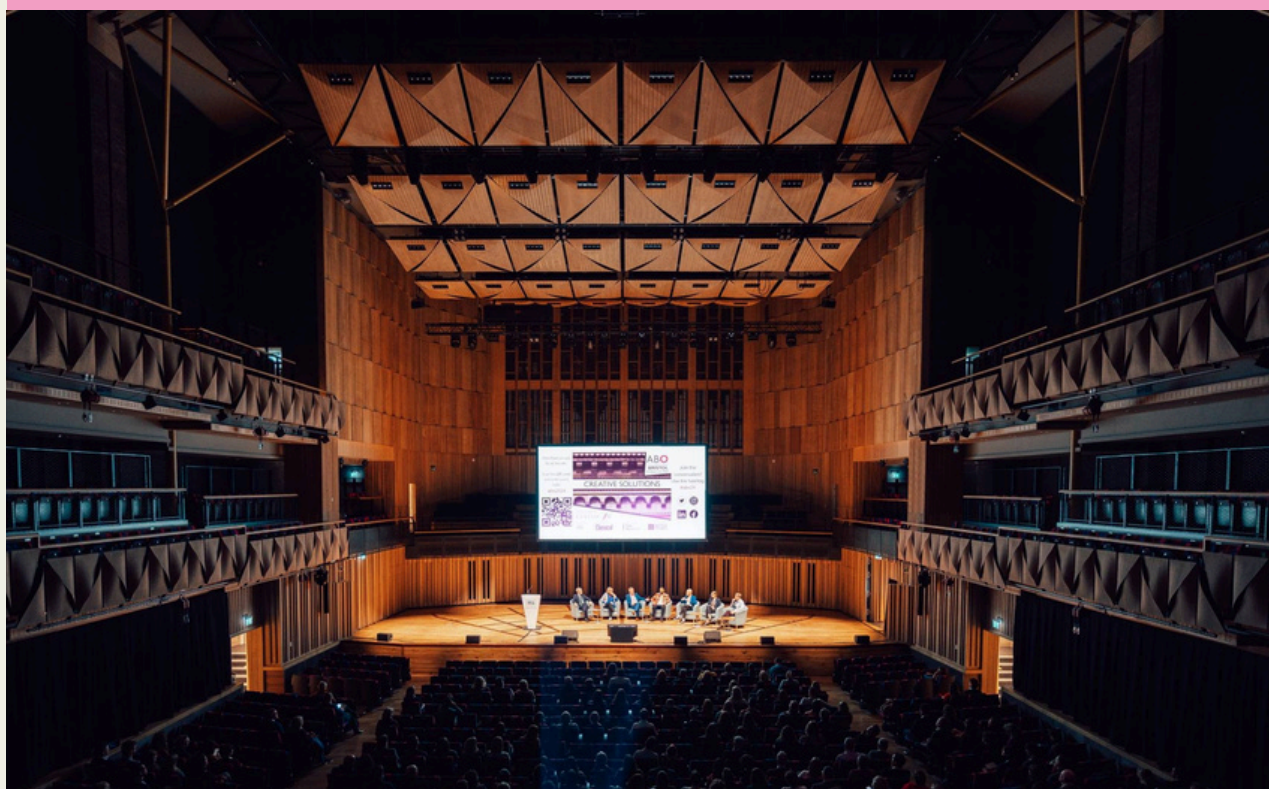
We are keen to hear from a diverse range of candidates; if you need to receive this recruitment pack in a different format, please contact our People Coordinator on 0117 440 7663 or email hr@bristolbeacon.org

We're committed to being more representative, making space for a wider range of voices and lived experience within our leadership and workforce, and working collaboratively as we seek to make our organisation more inclusive.

Ensuring that our leadership reflects the diversity of the communities within which we operate is a key part of this, and so we're particularly keen to hear from people from a culturally and ethnically diverse background, from d/Deaf and Disabled people and from all of those who are under-represented in the cultural sector.

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

If you would like an informal conversation about this opportunity, we would warmly encourage you to get in touch with James Kitto – Operations & Commercial Director who will be happy to discuss any questions you may have, please email: james.kitto@bristolbeacon.org



How to apply

When you are ready to make your application:

- Please complete the application form (linked below) including in your personal statement why you want to head the Commercial team at Bristol Beacon, outlining the skills and experiences you would bring to the role, and how these meet the person specification.
- Complete the application form, up to the personal statement section and in place of your personal statement submit a 5 minute video (if you would like to send us a video, please email hr@bristolbeacon.org)

Please complete your application via the [StaffSavvy recruitment portal](#). For monitoring purposes, we also ask you to please complete the diversity monitoring information.

Please ensure that you have completed your application via the Staff Savvy Portal by the closing date Sunday 14 September.

Timeline

- Deadline for applications: **Sunday 14 September (midnight)**
- First round interviews: **Tuesday 23 September**
- Second round interviews: **Thursday 2 October**

We recognise that this is a unique career opportunity, and we will ensure that our shortlisted candidates have ample opportunities to get to know Bristol Beacon and its team, and to find out more about our work with young people, artists and communities.

Our principal supporters



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