



TWYFORD
SCHOOL

JOB DESCRIPTION

Head of Commercial Activities

Full or Part-Time



- The School:** Twyford is a successful co-educational, independent day and flexi-boarding prep school for pupils aged two to thirteen. Situated in the village of Twyford, near Winchester, the School is set within a truly enviable position of 30 acres of mature grounds, with a beautiful 18th Century Queen Anne country house as its centrepiece. Surrounded by stunning Hampshire countryside, the School prides itself on being one of the oldest prep schools in the country.
- Job Purpose:** The Head of Commercial Activities will be responsible for leading and growing our commercial operations. Reporting directly to the Bursar, the post holder will be responsible for developing and implementing a long-term commercial strategy that aligns with the School's development goals and core educational values.



- Contract:** Permanent contract
- Working hours:** This is a full-year role, full-time hours are 37.5 per week. For this role, Full or Part time hours will be considered and there will need to be flexibility around the working hours as some weekend working during residential will be required.
- Salary:** Competitive
- Paid Holiday:** 28 days per annum, plus bank and public holidays observed in England.
- Start Date:** As soon as possible.
- Reporting Line:** Reports to the Bursar and is responsible for line managing the staff within the Commercial team.

DUTIES AND RESPONSIBILITIES

- Act as the School's commercial lead, contributing to strategic discussions, preparing business plans, financial models, and income forecasts to support proposed ventures whilst ensuring alignment with the School's educational values.
- Identify and assess new commercial opportunities for activity, sports and language residential to both UK and overseas students, day camps and dry hires.
- Be open to new opportunities and courses that could offer both in-person and online by being creative and keeping an open mind.
- Build and nurture relationships with staff and clients to unlock new revenue streams and ensure the smooth and efficient planning and delivery of all commercial activities.
- Develop and strengthen existing partnerships and commercial contracts.

- Work with the Marketing Department to develop and implement a commercial marketing strategy to promote the School's enrichment programmes globally and nationally, utilising various channels such as digital marketing, social media, and traditional advertising.
- Monitor market trends and competitor activity to inform pricing and service development.
- In collaboration with the Registrar and Commercial & Lettings Manager, build a term-time Immersion Programme to recruit pupils globally, including attending recruitment fairs and building and managing an agent network.
- Manage the use of school facilities (e.g. boarding house, classrooms, sports fields) for hire during holidays, evenings, and weekends ensuring high standards of service and delivery.
- Directly manage all aspects of our in-house commercial programme from inception, overseeing delivery, logistics, activities, and staffing including being the Deputy Designated Safeguarding Lead (DDSL).
- During the delivery of a wide and varied programme of activities, manage the day-to-day operations and delivery on-site by being a visible presence, visiting classrooms, activities and meeting staff and pupils regularly.
- Maintain regular communication with parents/guardians and agents of those enrolled in the programmes, providing updates on activities, schedules, and any relevant information.
- Address any concerns or inquiries from parents/guardians in a timely and professional manner.
- Coordinate with internal departments (Estates, Catering, Finance, IT), fostering a culture of excellence to ensure smooth delivery of commercial operations.
- With the Bursar set financial targets and be accountable for achieving agreed margins.
- Develop and manage commercial budgets, ensuring cost-efficiency and profitability.
- Report to the Bursar with income/expenditure forecasts and highlight new opportunities.
- Ensure all commercial activities comply with safeguarding, health and safety, GDPR, and other legal standards.
- Maintain contracts, licenses, and a commercial risk register with appropriate mitigations.
- Conduct risk assessments for internal and external bookings and events.
- Communicate effectively with internal stakeholders to champion a culture of commercial awareness.
- Support school events and fundraising initiatives where commercial delivery is relevant.
- Attend and present at Governor meetings as required.

All staff are expected to:

- Follow the School's safeguarding policy and procedures and ensure the wellbeing of all pupils is their highest priority
- Contribute to the day-to-day running of the School and comply with its policies and procedures, having due regard for the Health and Safety of self and others.
- Treat each pupil and each other as individuals with courtesy and respect.
- Take part in relevant training programmes identified by the School.
- To work in a co-operative, diplomatic and flexible manner.
- To carry out any other reasonable duties as requested by the Headmaster or Bursar.

Please note: This job description is not exhaustive. The post holder may be required to undertake other duties that are consistent with the role, to meet the evolving needs of the School. This job description will be reviewed annually.

Person Specification

Qualifications

- Degree-level education in Business, Marketing, Finance, or a related field (or equivalent professional experience).
- Project management or commercial management certification (desirable).

Knowledge & Experience

- Proven experience in commercial strategy development and implementation, ideally within an educational or service-based environment.
- Strong understanding of financial planning, budgeting, and forecasting.
- Experience in identifying and developing new business opportunities, including international markets.
- Familiarity with marketing strategies across digital, social media, and traditional platforms.
- Experience managing partnerships, contracts, and external stakeholders.
- Knowledge of safeguarding, health and safety, GDPR, and other relevant legal standards.
- Experience in coordinating multi-departmental operations and managing events or residential programmes.

Skills

- Excellent strategic thinking and business planning skills.
- Strong financial acumen with the ability to develop and manage budgets and financial models.
- Outstanding interpersonal and relationship-building skills with internal and external stakeholders.
- Effective communication skills, both written and verbal, including presentation skills.
- Strong organisational and project management skills, with attention to detail and the ability to manage multiple priorities.
- Ability to analyse market trends and competitor activity to inform decision-making.
- Proficiency in using digital tools and platforms for marketing and communication.

Personal Attributes

- Commercially astute with a creative and entrepreneurial mindset.
- Open-minded and adaptable, with a willingness to explore new ideas and delivery formats (e.g., online and in-person).
- A visible and approachable leader, capable of inspiring others.
- Professional and diplomatic, especially when dealing and engaging with internal stakeholders and external partners.
- Committed to the School's educational values and ethos.
- Resilient and proactive, with a hands-on approach to problem-solving and delivery.
- High standards of integrity, confidentiality, and accountability.

September 2025

Additional Information:

The School also provides a range of benefits for staff including:

- Access to extensive professional development opportunities.
- Workplace Pension
- Free Death in Service and Critical Illness benefit.
- Access to Employee Assistance Programme.
- School Fees Remission.

- Free lunch and hot beverages during term-time.
- Free parking on site
- Staff swimming sessions in our indoor swimming pool.
- Cycle to work scheme.

For more information about the School and an application form (CVs alone will not be considered) please visit our website, www.twyfordschool.com. For further information, please contact Mrs Vanessa Chapman, HR Manager on 01962 712269 or recruitment@twyfordschool.com.

The closing date for applications 12 noon, Friday 10th October

This vacancy may close prior to the stated date and interviews will take place as a suitable field of candidates is obtained. Early submission of applications is recommended.

Twyford School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).