
Job Description & Person Specification

Chief Commercial Officer

Employer:	The British Mountaineering Council
Job Title:	Chief Commercial Officer (CCO)
Duration:	Permanent position
Remuneration:	Basic salary of £65,000 per annum with OTE circa £70k plus benefits including pension, (healthcare, and life insurance after qualifying period)
Hours of work:	Full-time
Reporting to:	CEO
Location:	This is a full-time role and will require significant time at the BMC's Headquarters in West Didsbury, Manchester, as well as national and some international travel.

The Role

This is a new and exciting position at a forward-looking membership organisation - one that represents the interests of nearly 80,000 members and a further 3 million climbers, hill walkers and mountaineers across England and Wales. The Chief Commercial Officer will be a member of the Senior Management Team (SMT) and will lead a team of 14 staff.

The CCO will drive both membership and revenue growth through partnerships, sponsorship and other commercial activity; by bringing together Marcomms, Events and the BMC's existing Commercial activity (including the BMC's Insurance products and Shop).

With a clear target to enhance the BMC's commercial position, the CCO will further develop the BMC's existing revenue streams as well as identify and secure new ones.

The Person

We are seeking a self-starting individual with a strong commercial mindset, an analytical approach and the business acumen needed to identify, prioritise, and execute those opportunities that will yield the biggest reward for the BMC and its members.

You will have experience of overseeing teams delivering multichannel marketing programmes, with the skills to enhance and further develop our existing marketing strategy. You will make decisions based on data and insight, and have the ability to lead the execution of a strategy through your team.

Previous experience of developing and commercialising winning propositions is a must, as is a strong track record in achieving significant income from commercial partnerships or affinities. A strong background in developing 'membership offers' would be an advantage.

You will be a creative and strategic thinker, with a passion for collaboration, with exceptional interpersonal skills, adaptability, and resilience.

As a member of the Senior Team, you will also contribute to developing and driving the organisational strategy and ongoing business improvement - relevant skills and experience in these areas complete the picture of our ideal candidate.

We share a love of the outdoors and have a passion for climbing, hill walking and mountaineering - we hope that you do too.

The BMC

The BMC is the national representative body for climbers, hill walkers and mountaineers in England and Wales, and the National Governing Body for competition climbing (including the Olympic disciplines). We are approaching a membership of 80,000 and have an ambition to grow this significantly over the next 5 years; we have a staff of 39 and a nationwide network approximately 700 passionate and dedicated volunteers.

The Chief Commercial Officer will play a key role in supporting us in our quest to deliver our vision:

To create a better future for climbers, hill walkers and mountaineers.

If you want to help shape the future of the BMC and you feel that you have the skills and attributes that we are looking for, we would love to hear from you.

Specific work areas

Commercial and Revenue Building Activity

- Analyse and segment the BMC's membership base and needs, to develop winning propositions that lead to lasting commercial partnerships.
- Review the BMC's current portfolio of products, services, and property (physical and intellectual) to identify those with the greatest potential for revenue generation or cost reduction, through partnerships and/or VIK.
- Identify strategic alliances, commercial partnerships, sponsorship opportunities and tactical relationships that will enhance the BMC's financial position through increased revenue.
- Drive the development of new membership products (i.e., membership sub-categories and member offers), that will allow the BMC to grow its membership by better servicing existing members and generating a connection with potential new members.
- With a clear focus upon making the BMC more relevant to all demographic groups, work with the Head of Marketing & Communications to broaden the understanding of the BMC's work and improve the recognition of the BMC brand within potential new membership groups.
- Leverage the activity and brand of GB Climbing, to identify commercial partners to support activity within the competition climbing pathway.
- Work with the CEO and Head of Marketing & Communications to enhance the digital marketing strategy and to align new commercial activities to the BMC's Strategic and Operational Plans, allowing us to deliver 'more and better' to our members.
- Enhance existing, and develop new, partnerships and affinity schemes to bring new benefits and added value to the BMC membership package, whilst at the same time growing revenue.
- Review the scope and operation of BMC online shop, develop, and implement initiatives to optimise its potential.

Membership Services and Insurance.

- Oversee, and take accountability for the Membership Services and Insurance (MSI) team's delivery of membership growth and insurance sales targets.
- Ensure ongoing operational efficiency and effectiveness of all MSI activity, including line management of the team leader and agreeing KPIs relating to delivery within this functional area.

- Support the CFO in obtaining best value from membership insurances (personal accident and civil liability) and wider office insurances, through structural review, analysis of sales performance against targets, scheme integrity, compliance, and operational processes.

Senior Team Responsibilities

- As a member of the Senior Team support the ongoing review, challenge and improvement of existing management systems and processes – ensuring improved efficiency and productivity for the benefit of members, streamlining internal operations and systems and, where necessary, developing and implementing new ways of working.
- Represent the BMC at internal and external meetings, activities and events, deputising for the CEO as necessary and always acting as a strong advocate for the organisation.
- Support and lead on other tasks as required by the business and in consideration of your skills, knowledge, and experience.

Key Skills, Experience and Personal Qualities

Pre-Requisites

- This role is full-time, will require significant time at the BMC's Headquarters in West Didsbury, Manchester, as well as national and some international travel.
- The role will require the flexibility to work occasional evenings and weekends, and related to the above, the ability to undertake national and international travel.

Essential

The following skills, attributes and experience are considered essential requirements for the role.

- An exceptional track record of the development of successful commercial, sponsorship and affinity partnerships.
- Excellent knowledge and understanding of commercial opportunities, how to identify, prioritise and pursue them to contract through the ability to negotiate partnerships at a senior level.
- Strong digital marketing experience from strategy development to execution
- Exceptional interpersonal, communication, presentational and pitching skills combined with the ability to influence at all levels, and in complex stakeholder environments.
- Considerable leadership experience, developed in a relevant business or commercial environment, that evidences a strong understanding of budgets, forecasting and financial controls, including ownership of profit and loss; project management, and resource allocation.
- A collaborative management style and an excellent people manager who can delegate responsibilities effectively; demonstrated by leadership in managing staff teams - setting clear objectives and managing performance.
- Ability to think strategically, critically, and collaboratively to support the development of detailed strategic plans.
- Commitment to work as part of a team.
- Practical, adaptable, and able to work on multiple activities under pressure and to tight deadlines.
- A full driving licence, use of personal car with a willingness to travel and work occasional evenings and weekends.

Desirable

The following skills, attributes and experience are desirable requirements of the role.

- A strong educational background with a degree in a business or related subject.
- Experience of working for a membership organisation.
- A track record of leading and delivering enhanced business performance, efficiency, and growth.
- A sound understanding and direct knowledge of the insurance sector.
- Experience of grant applications and funding agencies or other fund-raising skills.

The BMC is fully committed to equality of opportunity for all job applicants and aims to select people for employment based on their skills, abilities, experience, knowledge and, where appropriate, qualifications and training. As a representative organisation, working across England and Wales, we welcome those who can read and speak the Welsh language.

July 2021

How to apply

Let us know why you are interested in applying for this new role, by sending a covering letter and up-to-date CV to recruitment@thebmc.co.uk by **17.00 hours on Monday 9 August 2021**. Each application will be reviewed against our job specification and our essential and desirable criteria as detailed above.

It would be appreciated if you could complete the [BMC's Equality & Diversity Monitoring Form](#) at the time of application.

[Please read our Candidate Privacy Policy](#)