

THE SUTER ART GALLERY

TE ARATOI O WHAKATŪ

Job Title	Manager of Commerce and Enterprise	Location	The Suter Art Gallery, Bridge Street, Nelson
Reports to	Director	Date:	April 2021

Job purpose

The full time position of Manager of Commerce and Enterprise is responsible for maximising the profile, visitation and revenue generated by the commercial activities of The Suter Art Gallery Te Aratoi o Whakatū.

The Suter is committed to the Principles of the Treaty of Waitangi and our work serving the citizens of Nelson will reflect this.

The position holder will be expected to bring a creative, innovative and strategic approach to their work, possess a high level of financial literacy, be I.T. savvy and to develop a collaborative team culture.

Commercial Development

Accountabilities	Job holder is successful when
<ul style="list-style-type: none"> Responsible for overseeing commercial aspects of The Suter including retail, café and theatre leases, venue hire, functions, sponsorships, patronage, events, fundraising and other new commercial initiatives. 	<ul style="list-style-type: none"> Revenue targets are met or exceeded. The Manager of Commerce and Enterprise is meeting with key private and public stakeholders and is successful in developing long-term commercial and partnership opportunities and/or funding proposals with them;
<ul style="list-style-type: none"> Maximise the revenue generation of The Suter through commercial activities and events 	<ul style="list-style-type: none"> The Suter is promoted as a quality venue for use for commercial and community events bringing financial and awareness returns to The Suter
<ul style="list-style-type: none"> Improve organisational effectiveness through people, services and systems 	<ul style="list-style-type: none"> Staff are freed up to do more value add work for The Suter
<ul style="list-style-type: none"> Manage and enhance I.T. systems and 	<ul style="list-style-type: none"> The security of The Suter's systems are

database; manage cyber security and ensure privacy obligations are met	maintained; Suter is equipped with the hardware, software and equipment to operate efficiently and effectively.
Marketing, profile and relationship management	
Accountabilities	<i>Job holder is successful when</i>
<ul style="list-style-type: none"> In conjunction with the Director, develop the profile and resources of The Suter through long-term strategic planning, marketing and relationship building. 	<ul style="list-style-type: none"> Growth in support for the Suter, growth in visitation
<ul style="list-style-type: none"> Execute a strategy for major public and private stakeholders/partners delivering potential benefits to The Suter and build strategic relationships with the corporate sector 	<ul style="list-style-type: none"> Growth in sponsorship and other partnership arrangements
<ul style="list-style-type: none"> In conjunction with the Director deliver well executed outcomes to significant donors, grow the supporters' base e.g. Friends, business and Legacy benefactors, ensuring that they are kept informed about The Suter outcomes and events. 	<ul style="list-style-type: none"> Growth in Friends of The Suter, Legacy Group and other significant benefactors
<ul style="list-style-type: none"> Maximise the tourism potential of The Suter as a major Nelson/Tasman regional destination/attraction 	<ul style="list-style-type: none"> Improved profile and strong relationship with NRDA and national tourism organisations
<ul style="list-style-type: none"> Build effective networks and strong relationships with key stakeholders, iwi, local businesses and organisations such as NRDA, Uniquely Nelson, Chamber of Commerce, CCOs and NCC 	<ul style="list-style-type: none"> Strong and effective relationships built with Nelson/Tasman regional entities to benefit The Suter and perception of The Suter contributing to the regional economy
<ul style="list-style-type: none"> Manage relationships with significant suppliers to The Suter 	<ul style="list-style-type: none"> Additional value accrues to The Suter from banking, insurance and other significant supplier relationships
Management of Staff	
Accountabilities	<i>Job holder is successful when</i>
<ul style="list-style-type: none"> In liaison with the Director, responsible for the recruitment of front of house, marketing and finance staff. Development and performance management of staff reporting to the Manager of Commerce and Enterprise. 	<ul style="list-style-type: none"> Direct reports are recruited, trained and motivated to deliver excellent customer service
<ul style="list-style-type: none"> Oversee the effective utilisation and co-ordination of all staff in the team responsible for venue hire, event 	<ul style="list-style-type: none"> Roster the Front of House staff to ensure a good customer interface and continuance

management, retail, customer service, marketing and financial support/services	<p>of business.</p> <ul style="list-style-type: none"> Ensure payroll compliance is met and reports are prepared for management of annual leave
Financial and Facilities Management	
Key Result Areas	<i>Jobholder is successful when</i>
<ul style="list-style-type: none"> Responsible for the preparation and management of The Suter's budgets and financial information in the Statements of Intent; monthly financial reports for the Bishop Suter Trust [BST], 6 monthly reports, including annual reports, for the BST, Nelson City Council and Charities Commission 	<ul style="list-style-type: none"> Required financial reports with supporting information are prepared and delivered to The BST and Director with a high degree of accuracy, and timeliness; the auditor is satisfied with processes and results.
<ul style="list-style-type: none"> Help prepare grant and tender applications for Suter education, exhibitions, equipment and other projects 	<ul style="list-style-type: none"> Financial information, budgets and pertinent data etc. are prepared for the Director or others to prepare grants' applications and to report back to providers of same, in timely fashion
<ul style="list-style-type: none"> Provide revenue reports for venue hire, leases, retail, educational programmes, events and fundraising 	<ul style="list-style-type: none"> Reports are accurate, trends identified, and monitored and alerted to.
<ul style="list-style-type: none"> Undertake cost benefit analysis for Suter projects in conjunction with the Director and BST 	<ul style="list-style-type: none"> The Director and BST are equipped with sufficient information for decision making
<ul style="list-style-type: none"> Management of building and infrastructure related contracts including IT& telco, cleaning, HVAC, building WOF, building and grounds maintenance, security and fire protection related, energy supply. 	<ul style="list-style-type: none"> Building, grounds and plant & equipment is functioning, clean, safe, well maintained; meets compliance requirements and the needs of The Suter, lessees and customers are met
<ul style="list-style-type: none"> Manage the relationship with Suter Lessees –Café, Theatre and NSAS 	<ul style="list-style-type: none"> Leases are negotiated in a timely fashion; their rents are paid, lessees' operations meet expected standards and fit with The Suter brand
<ul style="list-style-type: none"> Manage the assets register 	<ul style="list-style-type: none"> Asset register up to date, scheduled maintenance and/or replacement occurs, and forward budgets include provision for same.
<ul style="list-style-type: none"> In conjunction with the Director manage the Risk Register, elimination, minimisation and/or mitigation of risks 	<ul style="list-style-type: none"> The Suter carries adequate insurances, risks are eliminated, minimised or mitigated; protective systems are all functioning

<ul style="list-style-type: none"> Champion sustainability and reduction of The Suter's 'carbon footprint', including audit and implementation of improvement recommendations 	<ul style="list-style-type: none"> Suter improves its energy consumption and sustainability practices.
<ul style="list-style-type: none"> Take all practicable steps to ensure personal safety, and safety of others, while at work, according to The Suter's Health & Safety policies, procedures and systems 	<ul style="list-style-type: none"> Adequate health & safety systems are in place, including incident reporting and effective risk management
<ul style="list-style-type: none"> Perform other duties that are reasonably necessary for the proper performance of the Gallery as requested from time to time 	

ORGANISATIONAL OBLIGATIONS	
Tasks/Responsibilities:	
<ul style="list-style-type: none"> Ensuring as an Employee that the Staff Health & Safety Responsibilities are observed 	<ul style="list-style-type: none"> Requirements and responsibilities are satisfied
<ul style="list-style-type: none"> Ensuring compliance with Museums Aotearoa Code of Ethics 	
<ul style="list-style-type: none"> Ensure sensitivity to cultural issues and awareness of Treaty of Waitangi principles 	
<ul style="list-style-type: none"> Hours of work: Full time 	

Person Specification/Competencies:

Knowledge/Experience/Professional Qualifications/ Skills	
Professional or practical experience	<ul style="list-style-type: none"> A broad knowledge of commerce and strategic marketing as used in various industries, and an in-depth knowledge of the corporate environment is essential An interest in and knowledge of the arts and/or culture and heritage and/or tourism sector is desirable Previous experience in building long term business relationships at a high level is essential A background in a service orientated/ customer facing or similar corporate environment is essential High level of experience preparing, analysing

	and presenting financial information
Working as a team	<ul style="list-style-type: none"> • The ability to provide inspirational and strong leadership and a proven capacity to motivate staff and achieve results through them • The ability to work effectively with a range of teams and people, including volunteers • Sensitive to the cultural needs, tikanga required to work in a cultural facilities environment • Demonstrable leadership qualities that enhance the image of The Suter
Working with technologies	<ul style="list-style-type: none"> • Strong IT knowledge is essential • Competent in the use of corporate computer systems including Microsoft Office Suite, Point of Sale, XERO; databases • Prepared to own development of IT systems in conjunction with requirements of Director, staff and customers • Experience with benefits of social media and e-communication/commerce for marketing, supporter communication and sales
Making decisions	<ul style="list-style-type: none"> • Strategic planning and analytical skills • Well rounded social skills that enable the handling of a variety of situations with tact and diplomacy
Patronage	<ul style="list-style-type: none"> • Able to interact with patrons of the Gallery, supporting the Director to grow patron numbers and delivering to patrons' expectations for information and experiences
People management and HR	<ul style="list-style-type: none"> • Proven achievement of results through effective staff management and through building lasting commercial relationships • Strong understanding of HR
Focus on customers	<ul style="list-style-type: none"> • Experience in customer facing industries, e.g. tourism, entertainment, brand management, etc. • Demonstrated ability to adapt and adopt new technologies, systems and facilities that enhance customer services
Communicating effectively	<ul style="list-style-type: none"> • Highly developed interpersonal and communication skills, both written and verbal, including public presentation skills and the ability to present reports and proposals

	<ul style="list-style-type: none"> • Good negotiating skills; an influencer
Safe working practices	<ul style="list-style-type: none"> • Track record of compliance with health & safety practices and workplace well being • Experience with ensuring building compliance (e.g. WoF)

There is an occasional requirement to work non-standard hours to facilitate public programmes and events etc.

Delegated Authorities	
Direct Reports	Front of House staff including Retail, Venue & events, Marketing & Public Programmes, customer service and Financial Support Officer
Area of Impact	Front of house and commercial enterprise, 'venues/ leased areas; Suter building & infrastructure;

Functional Relationships with:	
External	Internal
Customers and visitors, Ko Te Pouaranga, suppliers, sponsors, supporters, colleagues in other organisations and businesses, patrons/ benefactors, contractors	The job holder works closely with all staff, especially with the Director, Curator and Educator and contractors (e.g. venue technical). Also the Manager of Commerce and Enterprise works closely with the Bishop Suter Trust Board and subcommittees of Audit, Risk & Remuneration and Assets and Infrastructure; Friends of The Suter, Legacy Group and Lessees.

Disclaimer: the above statements are intended to describe the general nature and level of the work being performed by the incumbent in their assigned position. They are not construed as an exhaustive list of all responsibilities, duties, or skills required of the incumbent. From time to time, personnel may be required to perform duties outside of their normal responsibilities as needed.

Signed: _____

Date: _____