

Camden Art Centre
Arkwright Road
London NW3

Head of Commercial



Camden Art Centre, 2020. Courtesy of Pentagram

Outline of role:

The **Head of Commercial** oversees all commercial activity for Camden Art Centre to raise essential funds to support the Gallery's internationally renowned artist-led exhibitions, learning and residency programmes. It is responsible for maximising income generation streams across commercial events and venue hires, retail (on site and online), courses, commercial and corporate partnership development, and our café franchise.

As a member of the Senior Leadership Team the new post of Head of Commercial will hold budgetary responsibility, lead on commercial strategic development and decision-making consistent with the brand values and ethos of the institution, supporting our continued financial sustainability. It will be focused on leading and developing others to support these objectives and deliver excellent operational and service standards, and will line manage a motivated Commercial team, including the Events and FOH Coordinator, Retail and Editions Manager and Assistant Retail Manager. As our commercial activity increases it will also be delivery focused leading by example as we grow our operations and team proportionally. This new role is a fantastic opportunity for an energetic and creative individual to shape our commercial activity in line with exciting future plans for our building and partnership working, working closely with the Deputy Director to ensure Camden Art Centre remains agile, ambitious and financially resilient, and leveraging the iconic spaces of our unique grade II listed building and beautiful secluded garden.

Camden Art Centre

Arkwright Road

London NW3

About Camden Art Centre

Camden Art Centre is a place for art and artists; a place for the curious, the novice and the expert alike. It's a place to see, to make, to learn and to talk about contemporary art, whether in our building, attending off-site projects or via our digital forums.

Camden Art Centre was originally built as a public library and now combines historic architecture with open, modern spaces, a café, bookshop, and secluded garden, with free entry for all. Through our programme of exhibitions, learning, courses, events, and residencies, we invite everyone to engage with art and the people that make it – to push boundaries and connect to their own creativity. Our off-site projects share our work with diverse communities and our digital, publishing, and broadcast platforms help us connect art, artists, and people in ever more immediate and interesting ways.

As a charity rooted in our North West London community, we foster a sense of belonging in our spaces. Working closely with local schools, community groups and specialist partners we nurture the next generation of artists, from early years to adulthood, enabling everyone to get up close to art, to meet artists and to make work themselves. Our targeted programmes and sector leadership increase our impact, bringing the arts to those most in need.

Much loved by our communities, for over 50 years Camden Art Centre has always worked ahead of the curve, giving early support and exposure to important artists from the UK and abroad including Martin Creed, Kerry James Marshall, Kara Walker, Sophie Calle, Yinka Shonibare, Mike Nelson, and Mary Heilmann. We support artists at every stage of their careers, enabling them to make and show work that is relevant for today: brave, challenging, engaging, and vital.

Camden Art Centre is an Arts Council England (ACE) National Portfolio Organisation (NPO) and a registered charity governed by a Board of Trustees. We have a team of around 21 plus front of house and artists and freelancers who work on our programmes.

Camden Art Centre

Arkwright Road

London NW3

Head of Commercial

Employer	Camden Art Centre	Place of work	Arkwright Road, NW3 6DG
Reports to	Deputy Director	Department	Commercial and Events
Salary	C. £50,000 depending on experience.	Contract	Permanent
Hours/Days of work	Monday – Friday, 10am-6pm (with weekend and evening work as required) 40 hours per week including one-hour unpaid lunch break per day	Responsible for	Retail and Editions Manager; Assistant Retail Manager. Oversees work of Events and FOH coordinator line managed by Admin and Personnel Manager; events delivery of our Front of House team.

Benefits:

- 25 days (pro rata) of annual leave, plus UK public holidays
- Seasonal ticket loan
- Ride to work scheme
- Health Assured scheme for staff wellbeing
- Employer pension contribution of 3%
- Training opportunities
- Discounts at Camden Art Centre Café and Shop and free access to events

Key tasks and responsibilities:

Commercial Strategy & Planning

- Provide strategic leadership to increase the net profitability of all existing activity across venue and facilities hires, retail, e-commerce, courses, and corporate support to reflect the quality and reputation of Camden Art Centre and to maximise income from all commercial activities.
- Provide entrepreneurial and innovative leadership to develop new commercial activities. Act as the commercial interface between the centre and external contacts and utilise creativity and business acumen to maximise our brand value and opportunities for new income streams, partnerships and collaborations.

Camden Art Centre

Arkwright Road

London NW3

- Support the centre's ambition to enhance its financial resilience by identifying new third-party partnership and distribution channels where applicable in the UK and internationally for the Centre's commercial products and services.
- Work closely and collaboratively with the Director, Deputy Director, and Head of Development to ensure commercial and operational strategies are aligned with our reputation and values, the needs of the building, the safety of works and with our team delivery capabilities.
- Manage client contract templates and negotiate bespoke contracts when required, for example, for high-value filming agreements. Manage approved supplier list and contracts when required.
- Manage the relationship and contract management of our third-party café provider Bar Bicletta.
- Propose products and pricing models across all commercial activity. Deliver against robust financial targets and set and effectively manage the commercial budget for CAC, providing regular performance reports to Camden Art Centre's board of trustees.
- Work with the Deputy Director in reviewing appropriate commercial trading structures including the formation and transfer to a trading subsidiary if appropriate to long terms plans.
- Actively contribute to Senior Management discussions, plans and initiatives in order to continually develop, improve and enhance Camden Art Centre in terms of reaching new audiences, and continuing to increase visitor numbers.

Operations

- Research new commercial development opportunities for the Centre including building use and development, onsite and online courses, digital offer, retail, and expanded studio and facilities hires.
- Work with Camden Art Centre communications team and Café partner Bar Bicletta to prospect research and produce an effective marketing and PR campaign for our venue hire offer. Market and profile raise our offer of daytime and in-house catered events; larger scale and external catered events; and occasional significant hires of Gallery spaces. (Bar Bicletta appear in many places)
- Oversee and event-manage exhibition previews with the support of the Events and FOH Coordinator; liaising with our in-house caterers *Bar Bicletta*, and with our Front of House team to ensure the smooth running of events.
- Refine and oversee our in-house event management systems, supported by the Events and FOH Coordinator ensuring we continue to deliver an exceptional experience for customers.

Camden Art Centre

Arkwright Road

London NW3

- Support cross-departmental liaison and team working in the lead up and delivery of events, including Programme team, Site & Operations and Visitor Services, and ensure that all commercial activity is run in line with legal requirements including health and safety, trading standards, alcohol licensing and in compliance with our premises licence.
- Oversee and manage larger daytime and out of hours hires including negotiation of contracts, liaison with external caterers and /or event-managers.
- Undertake monthly, quarterly and per-exhibition data analysis to inform the retail strategy including pricing, range management, product collaboration, stock holding and identifying new opportunities including our artists editions programme, supported by the Retail and Editions Manager and Assistant Retail Manager.
- With the support of the Retail team develop existing and new relationships with artists, producers, fabricators and suppliers to develop new products, and a pipeline for artists editions.

General

- Guide and line manage the Events and FOH Coordinator, and Retail and Editions Manager, supporting with commercial and personal development, problem-solving, and risk management.
- Contribute to strategic decision-making, working in partnership with SMT colleagues contributing to sound financial analysis and market understanding.
- Operate in accordance with the Centre's health and safety, employment, equal opportunities, environmental, anti-racism, safeguarding, data protection and other policies and procedures.
- Maintain a commitment to training and professional development and participate in staff team activities.
- Undertake other duties as required to ensure the smooth running of the Centre. Additional weekend and evening work may be required, for which time off in lieu will be granted.

Person Specification

Essential skills:

- A strong entrepreneurial spirit and appetite.
- An interest in Camden Art Centre, it's mission and programme.

Camden Art Centre

Arkwright Road

London NW3

- A proven track record of increasing profitability of commercial operations and driving sustained growth within a similar environment.
- Extensive experience of Commercial Events and/or Retail.
- Ability to think strategically and understand the practical issues of identifying markets and planning, implementing, and meeting targets in a challenging financial environment.
- Experience of successfully managing and forecasting budgets and projects as well as developing management reporting and analysis.
- Ability to work flexibly and under pressure, plan and manage personal and team workloads.
- Demonstrable line management experience with a track record of delivering results through leading, developing, and motivating teams.
- A strong communicator (verbal and written) with excellent interpersonal skills, and the ability to forge and maintain effective business working relationships with partners, suppliers and colleagues at all levels.
- Experience in managing contracts (e.g. catering and licensing), bringing optimum performance from the contract through effective joint working whilst ensuring profitability.
- Capacity and drive to deliver new opportunities; and the integrity, diplomacy and professional skills to work effectively on cross-team initiatives.
- A positive and proactive outlook and supportive behaviour in workplace.
- Confident IT skills working across Microsoft Office.
- Honesty.
- Reliability.
- Punctuality.

Desired Skills:

- Experience of working with Salesforce CRM database and Shopify.
- Experience in managing a third-party catering contract.
- Experience in bespoke retail product development.
- Experience in copyright and image licence negotiation.
- Strong network of clients, partnerships and working relationships in production and existing relationships with clients.
- Experience of working in an art environment.
- Experience in a target-driven role.

Camden Art Centre

Arkwright Road

London NW3

Closing date for applications: **Wednesday 3rd April 2024, by 10am**
Interviews will take place: **Monday 15th April 2024**

Unfortunately, due to the high volume of applicants, we are unable to write back to all applicants at the shortlisting stage or to give specific feedback on why you have not been shortlisted. If you do not hear from us by **Monday 15 April 2024**, please assume that you have not been shortlisted in this instance.

Applicants must have the right to work in the UK.

Please send us your completed application form to recruitment@camdenartcentre.org with 'Head of Commercial' in the subject line.

Please also complete the online equal opportunities monitoring form here:

[Equal Opportunities monitoring form](#)

The equal opportunities form is confidential and separate from your application.

We are particularly interested in applications from people from backgrounds that are underrepresented in the museums and galleries sector, including people from low-income backgrounds, people with disabilities, and people from Black, Asian, and ethnically diverse backgrounds.

Camden Art Centre is committed to meeting the needs of applicants with disabilities. Visit our [access webpage](#) for general information. Please see [our recruitment guidance document](#) provided for further information.

This job pack will give you more information about the role.

We provide [additional guidance notes](#) to help you better understand the recruitment process, the information we need to know about you to understand if you are the right person for this opportunity, and how best to approach completing your application.

5. Equal Opportunities Policy and Monitoring

1. Introduction
- 1.1 Camden Art Centre (CAC) is committed to a policy of equality of opportunity in its employment practices and in the provision of services to users.

Camden Art Centre

Arkwright Road

London NW3

- 1.2 The Sex Discrimination, Race Relations and Disability Discrimination Acts protect job applicants, employees, self-employed people, and contract workers alike and accordingly the word “employee” in this policy includes all such people who are protected by the Acts.
- 1.3 Senior management fully supports this policy. All employees are responsible for its implementation and should request special training if they have any doubts about its application. An employee should address any questions in relation to the policy or any requests for special training to the Director.
- 1.4 Employees who feel that they have suffered such discrimination should raise the matter with the Director.
2. A Statement of Policy
 - 2.1 As an employer CAC aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs.
 - 2.1.1 Selection procedures and criteria are reviewed to ensure that individuals are selected on the basis of their relevant merits, abilities, experience, and qualifications.
 - 2.1.2 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in recruitment and employee administration.
 - 2.1.3 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Administrator who will monitor the operation of the Policy for both employees and job applicants.
 - 2.2 As a service provider, CAC aims to ensure that its artistic programme reflects the cultural diversity of the community in which it is based. In particular it aims to ensure that audiences and users are not denied access to the programme on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependants or religious beliefs. The artistic programme also aims to challenge and explore issues around identity and society’s response to identity and ‘difference.’
 - 2.2.1 The exhibition and education programmes are reviewed to ensure that they reflect the needs and interests of the whole community.
 - 2.2.2 Targeted activities will be integrated into the programme in order to encourage increased use of the Centre by members of the community who ‘traditionally’ feel excluded from art spaces.
 - 2.2.3 All employees must accept their personal responsibility for the practical application of the Policy but at the same time CAC acknowledges that specific responsibilities fall upon management, supervisory staff and individuals professionally involved in programming and service provision.
 - 2.2.4 To ensure this Policy is consistently applied and monitored co-ordinating responsibilities have been assigned to the Director who will monitor the operation of the Policy within the artistic programme and other services.
3. Recruitment procedures
 - 3.1 Job descriptions and person specifications are regularly reviewed to ensure that they accurately reflect the responsibilities of the post and contain no indirect discrimination.
 - 3.2 The person specification and experience related to the job description provides the basis for the objective criteria for selection of candidates for short listing and appointment.
 - 3.3 Applicants receive a job description, person specification, and an equal opportunity form for details of protected characteristics such as sex, disability and race in line with Arts Council guidance, that will be used for monitoring purposes.
 - 3.4 Data may be referred to after initial shortlisting in order to choose between candidates of equal merit, in order to support our aim to diversify our workforce for individuals with protected characteristics.
 - 3.5 Interview panels will be kept to a minimum size and panel members will be briefed on the application of the policy and the inadmissibility of discriminatory questions.

Camden Art Centre Arkwright Road London NW3

3.6 Candidates selected for interview will be asked the comparable questions. Candidates required to sit recruitment tests will be set the same tests.

4. Grievances

Anyone who believes that there has been any breach of this equal policy or has a grievance in respect of any act of sexual or racial harassment or any other discrimination should raise the grievance in accordance with CAC's Grievance Procedure. Anyone who does not feel able to do this should raise it with the Director or if that is inappropriate, the Chair.

5. Discipline

An employee who harasses or discriminates against any other employee or CAC users or visitors on grounds of race, ethnic or national origins, disability, marital status, gender, sex, sexual orientation, age, class, responsibility for dependents or religious beliefs will be dealt with under CAC's Disciplinary Procedure. Such harassment or discrimination will normally be regarded as gross misconduct so that, on completion of the investigation and the relevant stage of the Disciplinary Procedure, the employee will be summarily dismissed.

Thank you for reading and good luck with your application.



Slogan plates created by Kingsgate Primary School pupils before 2019