

Recruitment Pack

Head of Commercial Services

Dear Candidate,

Thank you for taking an interest in this role at Greenwich Students' Union (GSU).

GSU is a charitable organisation which plays a crucial role in the experience of over 22,000 students who attend the University of Greenwich. Our job is to ensure that students have a great time and Greenwich and we empower them to change the world.

We have three main departments here at GSU: Membership Services, Commercial Services, and Support Services. These services spread across three campuses with our main offices being based at Greenwich and Avery Hill in Eltham and Medway in Kent.

GSU turn over c.£1m through our commercial services that provide services to students, staff and the local community. We provide students at the University of Greenwich (University and Kent and Canterbury Christ Church University at Medway) and their partner colleges with social spaces to study, make friends, and have fun.

Additionally, the profit generated through our varied income portfolio is invested back into the SU support services for students. We are a Living Wage Employer and a large employer of students putting money back in their pockets to support the cost of studying and living in London and South East.

During term time our venues provide social and safe spaces for our students and during weekends and out of term time we have built a strong external hire business (Flagship Events) generating additional income to invest in GSU services.

The following pages contain a summary of the principal terms and conditions, key dates in the recruitment process and some information about the Students' Union. Please check you have downloaded everything you need to complete your application and return it electronically.

Good luck with your application and I look forward to meeting you.

Best wishes,



GSU PLAN 2026

**BECOME
YOUR BEST**

OUR NEW STRATEGY

GSU PLAN 2026

BECOME YOUR BEST

At Greenwich Students' Union (GSU) we're proud to have made transformative change over the last few years by acting on student feedback and working with our members to make our democracy more accessible, develop the quality and scope of our member services, improve our physical spaces and transform our communication methods.

Recently recognised as a Quality Students' Union, GSU now has an established physical footprint at our three campuses in Avery Hill, Greenwich and Medway, supported by our online spaces.

Our new strategy - GSU Plan 2026 - sets out our action plan that will take us into our next phase of development, ensuring our members are able to shape future opportunities and services. Our role as a Students' Union is to continually evolve our offer for the members of today and future generations.

We have one goal by 2026; supported by GSU and our services, our students to become their best at Greenwich and beyond.

We will focus our team and our time to represent student interests, working with our members to ensure you have access to:

- The best quality and inclusive education.
- Develop skills to be life ready.
- Be the best you can be while they study.
- Find where you belong at Greenwich.
- Take actions to protect our planet together.

Click here to read our plan in full - greenwichsu.co.uk/gsuplan2026

Our Membership Services

Student Representation

Involvement with Student Assembly, campaigns, Elections and members representation;

Advocacy and Policy

Provide advice to all our members regarding academic process, housing, money and other issues. We work proactively to prevent student issues arising and secure an early intervention if needed.

Student Activities

Encompasses Societies, Sports groups, Academic Communities, Awards, Varsity and much more;

Employability and Volunteering

Identifying opportunities and providing support.

Our Support Services

Finance

Central team responsible for financial activity and support across the Union.

Marketing

Supports communication activity for GSU and all its services, events and activities.

Organisation Development

Looking after HR, governance and training across GSU.



Our Services - Commercial

Lower Deck in Greenwich

The best student bar in Greenwich.

Change in Greenwich

Find soft drinks and merchandise on campus.

Village Shop in Avery Hill

Selling takeaway food and coffee, snacks and confectionery, merchandise, groceries and toiletries.

Candy Shack in Avery Hill

Milkshakes by day, cocktails by night!

The Deep End in Medway

Selling hot food and drink, as well as grab-and-go options.

Greenwich Lookbook

Our shop selling University branded merchandise.

Flagship Events

Offering venue hire in the heart of Greenwich (Avery Hill and Medway opening for hire in 2022).



Staff Benefits*

HOLIDAYS:

25 days per annum
8 bank holidays
3 free days over the winter holidays
Additional 1 day for every year at GSU
(up to 5 years)

MISC LEAVE:

1 day off to move to a new house
1 day off for wedding attendance of immediate family
1 day off to attend funeral
3 days off for death or serious illness of immediate family
Up to 3 days of volunteering leave
Study/exam leave
Health appointments
Parental & carers leave
Sick dependents leave
Generous sickness leave pay
Generous maternity and paternity leave pay

PENSION:

Employee contribution: 5 – 7%
Employer contribution: 4 – 6%

MISC BENEFITS:

Parking permit loan
Travel loan
Free Totum card
Contribution to gym membership
Eye test and contribution to lenses
Insurance – death in service
Training/staff days
Flexible working

MISC PERKS:

Free large soft drinks (post mix) in the Lower Deck and Deep End
Student prices on hot drinks in Change and Village Shop
Student prices in Lower Deck and Deep End on all applicable menu items
Free venue hire at Lower Deck and Deep End
Tea, coffee and milk in offices

Application Process

Your application is very important, as the information you provide will be used in deciding whether or not you will be shortlisted for interview. The following advice is designed to help you complete it as effectively as possible. This is part of our commitment to ensuring equal opportunities for job applicants.

Greenwich Students' Union (GSU or SU) wholeheartedly supports the principles of equality and diversity in employment and service delivery. We aim to encourage, value and manage diversity and we recognise that talent and potential are distributed across the population. Not only are there moral and social reasons for promoting equality of opportunity, it is in the best interest of this organisation to recruit and develop the best people for our jobs from as wide and diverse a pool of talent as possible.

TIMELINE FOR RECRUITMENT

At GSU we aim to have our recruitment processes as clear and structured as possible. Ideally, we have our advert listed on various websites for one month. Following the deadline date, we will aim to shortlist within 2-3 days. Once shortlisting has been completed, the successful candidates will be informed and given an interview date a week ahead. This will allow our successful candidates the opportunity to prepare and make arrangements.

PLANNING YOUR APPLICATION

When planning to submit your application, read through the material provided, including the job specification and recruitment pack.

PERSONAL SPECIFICATION

The Person Specification is the list of criteria or requirements needed for the post. To be shortlisted you have to fulfil each of the essential points marked 'Application', demonstrating your abilities by giving examples. The strongest applications will detail with examples how candidates meet all of the criteria, including drawing on previous experiences and transferable skills. Remember that voluntary work or work at home can be as valuable as paid employment.

Application Process

COMPLETING YOUR APPLICATION

Step 1: To apply send a recent copy of your CV and a covering letter, no greater than two A4 pages, setting out how your experience equips you for the role.

Send to Simon at rtr@retailtalent.co.uk

If you would like to speak with Simon in advance regarding the role requirements, you can do so by calling him on 07786917219.

Step 2: Submit your completed application by the deadline as stated, remember to keep a copy for reference. We prefer to receive applications electronically; however, we will consider handwritten applications in black ink.

INTERVIEWS

The interview panel will normally be formed of 3-4 staff members who will ask questions based on the values and competency required for the role. For some roles you may also be asked to participate in a task or presentation. The applicants will be informed of this ahead of their interview date. If you are not able to attend the interview, we cannot guarantee that an alternative date will be offered. The Panel will consider requests for alternative dates as they arise.

Job description and Personal Specification

Job title

Head of Commercial Services

Job Purpose:

- To ensure GSU can achieve our one goal by 2026; which is to provide the support and services for our students to become their best at Greenwich and beyond.
- Sit as a member of the Senior Management team and provide strategic leadership to Greenwich Students' Union (GSU) Commercial Services and grow income.
- To lead the commercial team and deliver all enterprise and income generation activities from students and external partners at GSU including, but not exclusive to, 500 capacity venue and Merchandise store in Greenwich, convenience store and pop up bar in Eltham, 400 capacity venue in Medway, media sales, merchandising sales (including online) and grant income.
- Deliver the best possible student experience and membership services to our 20,000 members.
- Ensure students at the University of Greenwich (and are partners at Kent Union and Canterbury Christ Church Union at Medway) are empowered to have life changing experiences which helps them to shape their futures and world around them.

Duties and Key Responsibilities

Income Generation

- To lead, direct, manage and be accountable for income generation at GSU developing effective business strategy for bars, retail and media income.
- Continually develop and grow our income streams to enable further investment into services and activities for our members through our commercial strategy.
- Ensure that the SU runs high quality, member focused commercial services that are managed effectively, maximise and grow income and net profit and deliver an exceptional service to members.
- Ensure the SU commercial teams deliver income budget, control resources and achieve KPIs that provide an exceptional customer service that meets the needs of our diverse membership.
- Work with the Student Leaders, Head of Marketing and Communications and Head of Membership to deliver a program of excellent events and services for members.
- Keep abreast of market trends locally and nationally (including NUS Services) to adapt the SU services or deliver new services that maximise income opportunities from members and the general public.
- To prepare funding bids in liaison with the Chief Executive.
- Test customer satisfaction on a regular basis, acting appropriately and swiftly on the recommendations.
- Responsive to opportunities and barriers to deliver optimal income.
- Create a team culture of growth and sales.
- Foster creativity and problem-solving team dynamics to drive student-led commercial opportunities.
- Explore and embed sales targets and reward structure, as appropriate.

Finance Management and Planning

- Provide strategic leadership, scrutiny, analysis and oversight to the financial performance of all commercial services activity, reporting to the CEO and Head of Finance & Compliance (weekly and monthly) and to the SU Trustees.
- Develop annual budgets and targets for all areas of Commercial Services, holding the staff team to account within their budgets.
- Develop business plans and forecast budgets through our online software for SU Commercial Services to secure investment and support from trustees and University stakeholder.
- Develop the long-term investment plans for SU outlets with Head of Finance and compliance.
- Explore the needs for a trading company to ensure suitable VAT arrangements for external hire business as we grow.

Duties and Key Responsibilities

Stakeholder Management

- Ensure there is appropriate and proactive stakeholder engagement across partner agencies including; University Estates team, University Caterers, Local authority, NUS, Police, Licence trade and planning.
- Be the first point of contact for all external stakeholders related to commercial services.
- Support the commercial team and student staff to maintain relationships with all relevant external stakeholders and organisations.
- Using EPOS data to make informed and timely decision regards to the commercial strategy and plans.

Compliance

- Provide strategic leadership for all SU Health and Safety in commercial services including practice, policy and legislation to ensure we provide a compliant and safe environment.
- To support managers and delivery staff, with training and support, to ensure commercial service and student activity is delivered to the best standard, but in a safe way.
- Ensure actives are operating safely and legally.
- Ensure we deliver the appropriate license, food standards and Health and Safety requirements.

Strategic Leadership and Operations

- Report to and attend GSU trustee board meetings and committees. Work closely with University stakeholders to promote and champion the SU.
- Work with the CEO and trustees to develop and implement the GSU Plan 2026: Become Your Best
- Provide ongoing support to Student Representatives to ensure that representatives feel empowered to create change, influence and shape the Commercial Services.
- Play a key role in liaison and negotiations with SU staff, University staff and other external parties in developing strategic and income opportunities for GSU.
- Work closely with the SU Heads of Teams to ensure that the Commercial, Membership, Marketing and Finance teams provide support each other.
- Responsibility for writing business plans, reports and papers for internal and external committees/ stakeholders.
- Support CEO with the development, implementation and delivery of the People Strategy.

Duties and Key Responsibilities

Management

- Responsible for the recruitment, induction and management of the Commercial Services staff team, providing personal development opportunities for them to grow and flourish.
- Line manage Commercial Services staff team in line with the policies and procedures of GSU.
- Lead the Commercial Services staff team by setting challenging income targets and managing performance and outcomes in line with the strategic/operational plans of GSU.

General Responsibilities

- Represent and be an ambassador for GSU.
- Be flexible and carry out other associated duties as may arise, develop, or be assigned in line with the broad remit of the position.
- Maintain and improve competencies through continuous professional development.
- Abide by organisational policies, codes of conduct and practices.
- Support and promote liberation, diversity and equality of opportunity in the workplace.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or clients or staff and Project data.
- Actively seek better ways to assist GSU in its effort to become a more sustainable workplace.
- Any other duties commensurate with the accountabilities of the post.

Personal Specification

Experience

- Working in customer service or business development environment, generating income and net profit.
- Leading teams and managing through managers.
- Leading the development and implementation of strategic plans as a member of a senior leadership team.
- Achieving challenging financial targets.
- Managing budgets.
- Forging successful partnerships, and of engaging with a wide range of internal and external stakeholders.
- Representing service/s at a local and national level.

Skills and abilities

- Leading teams through organisational and operational change.
- Leading, motivating, and managing teams of staff to achieve strong results in a customer-focused environment.
- Clear communication skills face to face and on the phone or email.
- Ability to troubleshoot difficult situations, and deal with them calmly, efficiently and effectively.
- Writing skills – produce reports and ability to write succinct documents on complex areas.
- IT skills at a level that supports report writing, email, internet and database.
- Time management and organisational skills.
- Ability to engage and motivate others.
- Self-motivated with the confidence to work alone but can also work co-operatively and flexibly as part of a team.
- Ability to stay focused and efficient in the face on changing priorities.

Knowledge

- Running bars and/or retail outlets (including online sales). Multi-site operations is desirable.
- People management.
- Measuring outcomes and using research to improve standards.
- Regulatory and compliance requirements and best practice guidance relating to:
 - Health and Safety
 - Licensing regulations, statutory regulations
 - Food Hygiene
 - Customer Service

Personal Specification

Education/Training

- No one specific qualification is required, but evidence of recent continuing professional development in a professional area relevant to the post is required.

Personal attributes and other requirements

- Able to travel extensively within Greenwich and Kent to GSU sites.
- Full, clean driving license (desirable).
- Able to work some evenings and weekends and stay overnight where necessary.
- Works well in a team with a flexible approach to work.
- Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work.
- Commitment to the values and ethos of GSU.