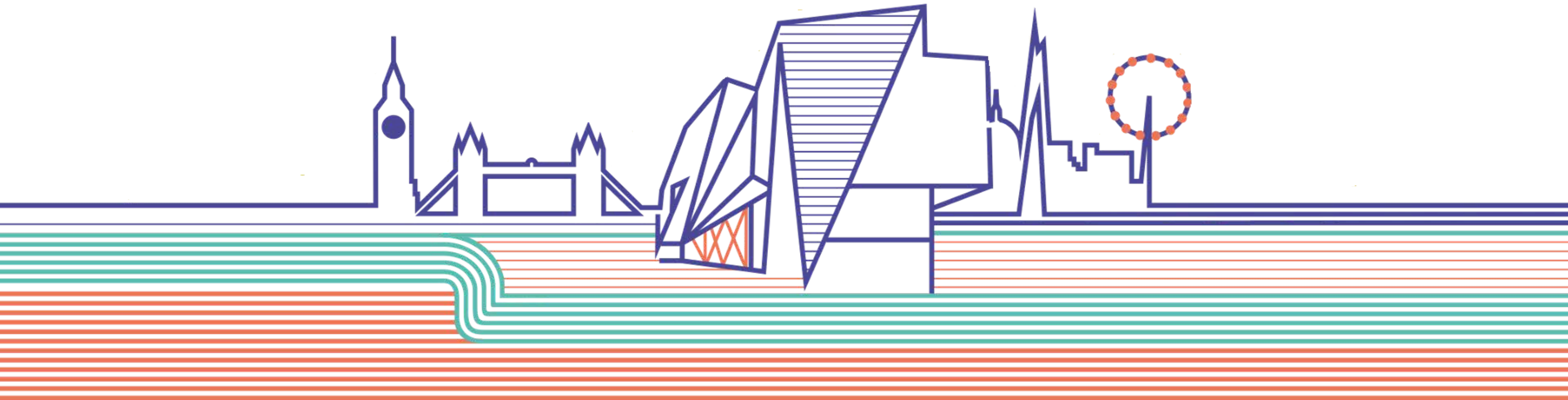




# **DIRECTOR OF COMMERCIAL AND UNIONS OPERATION CANDIDATE INFORMATION PACK**





# WELCOME

Thank you for your interest in the newly created role of Director of Commercial and Union Operations and opportunity to join the vibrant LSE Students' Union community.

LSE Students' Union (LSESU) is a not-for-profit organisation led by LSE students, for LSE students. Our vision is to create a community at LSE which is at the heart of student life.

We empower and transform the lives of students through lobbying LSE to enact change, supporting student campaigns, improving students' wellbeing, and enhancing the student community with social and recreational activities and events alongside studies. Our commercial services are critical to the student experience and are in the heart of the campus and located in one of the worlds best cities.

This new role is about driving the development of our commercial services and operational leadership and management of our facilities. We are currently in a transitional period and are seeking to maximize and diversify our income through bars, catering and student events, providing customer-focused services that meet our students' needs. This is an exciting opportunity for someone who wants to work for a values-driven organization in a commercial role.

## Who are we looking for?

An experienced commercial leader, someone passionate about providing excellent commercial services, delivering outstanding customer care, who is outcome-focused and delivers results.

You'll also become part of a great team and be invited to share in our successes and get to know the people behind the impact, making sure you feel valued for the important work that you do.

If this sounds like you, then please do get in touch and apply.

We look forward to receiving your application.



**BEN WHITTAKER**  
**CHIEF EXECUTIVE**





# ABOUT LSESU

We are an independent, registered charity dedicated to helping LSE students make the most of their time at University. We are governed and managed separately from the University, but work closely with them to help deliver the best for our students.

We've been part of LSE since 1897, and all LSE students automatically become LSESU members when they enroll. Our total income is c.£4.2m per year, which comes partly from a block grant from the University, and partly from commercial activities which generate extra revenue.

Our main services include:

- **Student Voice** – supporting our students with representation, campaigning, policy change, and elections
- **Student Communities** – supporting over 300+ clubs and societies, and managing the SU gym
- **Social** – running our Union events and spaces, such as the student bar the Three Tuns, and the Denning Cafe
- **Student Advice** – providing free, independent, and confidential advice to our students



## Not For Profit

All proceeds from commercial activities go back into putting on amazing events, activities, and support for students and help us to reinvest into the things we do for our members.







# HOW WE'RE RUN

Our Trustee Board is the governing body of the Students' Union and is made up of up to four external trustees, four Sabbatical Officers, four student trustees, and one (or more) external members appointed by the Trustees. The Chief Executive is the Senior staff lead and accountable to the Board.

Every year the Union elects five Sabbatical Officers these officers will lead LSESE, campaign for student rights, lobby the University to make effective change, host a variety of events for education or entertainment and much more. They represent students and will often reach out to get student feedback.

The Students' Union staff team is led by the Chief Executive who is responsible for the day-to-day strategic management of the organisation. LSESU employs a team of 30 salaried staff across a variety of roles and departments for the delivery of services. We also employ 130 casual staff, many of whom work in our venues and deliver our commercial services.



## SABBATICAL OFFICERS



**TITO MOLOKWU**  
GENERAL SECRETARY



**WAJIHA UMAR**  
EDUCATION SECRETARY



**LAUREN AMDOR**  
ACTIVITIES AND  
COMMUNITIES OFFICER



**SANA AGARWAL**  
WELFARE AND  
LIBERATION OFFICER







# COMMERCIAL SERVICES AND VENUES

Our building is located just off the Strand at the heart of LSE campus and provides a variety of services for that builds student communities and create a sense of belonging.

## THE THREE TUNS

Located on the ground floor, the Three Tuns is a fantastic place for students to meet, have fun, and chill out. A traditional bar providing a variety of drinks deals and entertainment for students.



## THE DENNING CAFÉ

Further upstairs, The Denning Café is the perfect place for students to meet friends and relax, or unwind in between lectures. Offering Starbucks coffee, light bites, and snacks from breakfast to lunchtime.



## THE VENUE

Located downstairs in the basement of the Saw Swee Hock centre, this was a traditional nightclub event space that now hosts large student social bookings and external events.



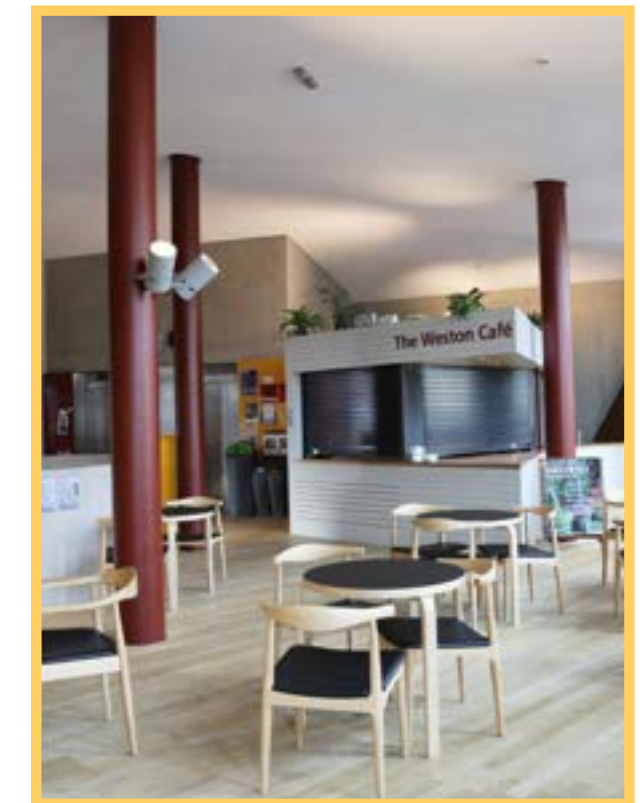
## LEVEL UP FITNESS GYM

Level up fitness is open exclusively to students, summer school students, staff, and alumni. Offering a wide range of gym equipment and classes providing affordable memberships on campus.



## THE WESTON CAFÉ

On the top floor is our terrace café with amazing views across the city, it is the perfect place for smaller student events such as post-grad mixers and course socials.







# JOB DESCRIPTION

## JOB TITLE

Director of Commercial and Union Operations

## REPORTS TO

Chief Executive Officer

## DEPARTMENT

Senior Leadership

## DIRECT REPORTS

- Venue Operations Managers x 2 (Catering and Bars)
- Operations and Sports Facilities Manager
- Events Manager

## SALARY

£55-60k, depending on experience.

## HOURS

37 hours.

Flexibility will be required in line with the business needs including the seasonal nature of the business.

## JOB PURPOSE

The Director of Commercial and Union Operations is responsible for the strategic direction and effective operational management of the commercial services and facilities which includes venues, bars, catering, events, and the fitness centre.

As a key member of the Senior Leadership team the Director of Commercial Union Operations will lead the development of commercial services to deliver exceptional services to our customers and members that maximises profitability.







# JOB DESCRIPTION

## MAIN DUTIES AND RESPONSIBILITIES

### Strategy and Development.

- To take a key role in the strategic leadership and development of LSESU commercial services ensuring they meet the needs of customers.
- Ensure the ongoing relevance, diversity, and sustainability of the commercial services in line with the core values and the purpose of the organisation
- Attend Trustee and Trading Board meetings, reporting on key financial, environmental and people performance measures, and organisational strategy.

### Leadership and People Management

- Set and maintain high standards for the commercial service and operations team, leading, developing, supporting, and coaching staff.
- Build a strong efficient and effective commercial management team with clear targets and key performance indicators in line with the strategic plan.
- Effectively manage the performance of staff and departments to deliver outstanding commercial services and facilities.
- Develop an inclusive and positive culture of collaboration across teams and departments.
- Work with HR to ensuring there are effective recruitment, induction, and training development plans for all operational staff.

### Operations and Delivery

- Maximise income from commercial services whilst maintaining high operating standards.
- Increase profitability diversifying the business and enhancing sales and margins, controlling all costs and stock effectively.
- Prepare and develop commercial budgets, capital proposals, investment plans.
- Responsible for ensuring that the Students' Union is fully compliant with all health and safety, licensing legislation.
- Ensure all departments deliver outstanding customer care.
- Managing building contracts and maintaining high standards within all LSESU facilities.







# JOB DESCRIPTION

## MAIN DUTIES AND RESPONSIBILITIES

### Business Development

- Ensure that service developments and changes meet the needs of customers and are market research led and in line with trends.
- Deliver continuous improvements with an innovative focus to generate new business.
- Ensure the effective marketing and promotion of all commercial services including food and beverages, venues, promotions, and events.

### Relationships

- To foster a strong and collaborative culture with the elected officers, and across departments and services for the benefit of students.
- To build productive relationships with stakeholders in the University, city, wider sector, and other partners to further the work of the Union and services for students.
- To develop effective relationships and partnerships identifying trends and best practice, that have a positive impact on students' lives.

### Other

- To undertake other activities and duties commensurate with the role as requested by the CEO, including deputising, leading projects, and supporting other departments.







# PERSON SPECIFICATION

## EXPERIENCE

	ESSENTIAL	DESIREABLE
Extensive demonstrable experience of managing a diverse range of staff in a customer-focused high volume commercial service.	X	
Substantial commercial management experience of budgets with Profit and Loss responsibility.	X	
Managing multiple and complex commercial services.	X	
Developing and delivering operational plans to achieve strategic growth.	X	
Developing and delivering strategy in a customer service role.		X
Recruitment, selection, development, and performance management of a large team.	X	
Leadership and oversight of compliance, health and safety policies and practices.	X	
Experience of managing EPOS and business systems.	X	
Experience of managing a facilities, buildings and fitness gyms.		X
Experience of leading and managing projects.	X	





# PERSON SPECIFICATION

<b>SKILLS AND BEHAVIOURS</b>	<b>ESSENTIAL</b>	<b>DESIREABLE</b>
Leadership and development skills.	X	
Excellent interpersonal communication, and stakeholder management skills.	X	
High standard of customer service.	X	
Ability to lead and motivate staff.	X	
Problem solving and forward-thinking skills.	X	
Strong entrepreneurial skills and the ability to identify new opportunities, develop service offers.	X	
Ability to build relationships with key partners and suppliers.	X	
Microsoft Office Applications, in particular Excel.	X	
Ability to work in a diverse, inclusive and student led environment.	X	







# PERSON SPECIFICATION

## TRAINING AND QUALIFICATIONS

## ESSENTIAL

## DESIREABLE

Educated to degree level standard or equivalent qualifications.

X

Business management, leadership development or equivalent qualification.

X

Personal License Holder (or willingness / ability to undertake immediately).

X

SIA Qualified.

X

Health and Safety Qualification IOSH or NEBOSH.

X

Evidence of ongoing professional development.

X





# STAFF BENEFITS

- 25 days of holidays per year plus 8 Bank Holidays?
- Increased to 30 days of annual leave after 5 years
- Up to 6 additional days at Christmas and Easter closure periods.
- Enrolment in the pension scheme – Scottish Widows
- Free LSE Students' Union gym membership, advice from dedicated professionals with a wide range of activities including yoga, dance, and pilates classes.
- Cycle to Work scheme enabling significant savings on bicycle purchase.
- Employee Assistant Programme provides confidential advice and guidance to support the health and well-being of our workforce.
- Access to LSE staff training courses and ongoing personal development.
- Flexibility for work-life balance.
- Interest-free Travel loan.







# HOW TO APPLY

## **POSITION ADVERTISED**

29th August

## **APPLICATION CLOSE**

18th September, 12 Noon

## **FIRST STAGE INTERVIEWS (REMOTE)**

Monday 23rd September

## **FINAL INTERVIEWS (IN PERSON)**

Tuesday 1st October



Please note that you must be available for interview on the specified dates.

If you have any queries or would like to arrange an informal discussion about the role, please contact our recruitment consultant Michelle Berry via e-mail: [michelle@berrymanagementconsulting.co.uk](mailto:michelle@berrymanagementconsulting.co.uk)





# APPLICATION PROCESS

## **PART 1**

Personal statement and covering letter stating what skills and experience you must bring to the role and why you want to work for London School of Economics Students' Union. Please ensure that your personal statement is no longer than two pages.

Please ensure that you pay particular attention in your application to detailing how you meet the requirements of the person specification. In addition, please answer the following questions in a cover note;

1. Why do you want to work for London School of Economics Students' Union and how do your values align with ours?
2. What skills, experience and qualities can you bring to the role to develop our commercial services and facilities?
3. Please can you tell us when you have turned around a failing service or business and increased profitability and improved service?

## **PART 2**

Complete an (Equal Opportunities Monitoring and Contact Form), so that we're able to contact you if shortlisted for an interview. This will only be seen by our HR team (and will therefore have no impact on shortlisting), but it does help us gather and analyse demographic information about our applicants.

## **PART 3**

Please send in your CV.

**Complete applications must be received by Wednesday 18th September at 12 noon.**







**LSE  
STUDENTS'  
UNION**