



Job Description: Commercial Income Lead

Location: West Horsley Place (hybrid working considered)

Reporting to: Deputy Director

Hours: 0.8 Part Time

Contract: Fixed-term contract (12 months) with the option to extend.

We are open to a range of contract models, including freelance arrangements, annualised hours, job share or alternative part-time structures. Applicants with experience delivering events at a senior level are encouraged to propose a working arrangement that supports effective sales performance and event delivery.

Working pattern: Working hours will be agreed to meet business needs, with regular evening and weekend work required to deliver events

Salary: £35,000 for 0.8 Part Time (£43,750 FTE)

Role purpose

The Commercial Income Lead is a senior, entrepreneurial role responsible for shaping, growing and diversifying West Horsley Place's commercial income. This is a highly proactive position for a self-starter who thrives on identifying opportunity, creating new sales channels and turning ideas into deliverable, income-generating activity. The postholder will develop and lead commercial strategy while remaining closely involved in hands-on sales, client management and on-site delivery.

The role oversees a broad portfolio including corporate venue hire, filming and photography, third-party commercial activity and estate partnerships. It also provides strategic oversight of weddings and private events, line-managing the Weddings & Private Events Coordinator who leads day-to-day sales and delivery in that area.

Key responsibilities

Commercial leadership & strategy

- Develop and lead a clear commercial income strategy, aligned with the Trust's charitable purpose and long-term sustainability.
- Identify, test and launch new sales channels, commercial products and partnerships, taking ideas from concept to implementation.
- Drive income growth by improving yield, diversifying offer and unlocking under-utilised assets across the house and estate.
- Monitor market trends and competitor activity, using insight to evolve pricing, positioning and proposition.

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Sales & business development

- Personally lead sales activity for corporate hire, filming/location hire and other non-wedding commercial use.
- Build and maintain strong relationships with clients, agents, production companies and partners to generate repeat business and referrals.
- Represent West Horsley Place confidently in commercial negotiations and external relationships.

Planning & delivery

- Act as commercial lead for the planning and on-site delivery of non-wedding hires and events.
- Ensure high standards of delivery, client experience, risk management and operational coordination.
- Work closely with colleagues, contractors and tenants to ensure smooth delivery with minimal impact on public activity.
- Review performance and delivery post-event, embedding learning and continuous improvement.

Filming, traders & partnerships

- Serve as principal contact for filming and location hire, including management of the relationship with the location agency.
- Oversee relationships with regular and seasonal traders and third-party hirers.
- Identify, negotiate and secure commercial partnerships and estate-based opportunities that align with the Trust's values and character.

Weddings & private events – strategic oversight

- Provide strategic oversight of weddings and private events to ensure alignment with wider commercial objectives.
- Line-manage the Weddings & Private Events Coordinator, setting priorities, supporting development and monitoring performance.
- Enable cross-support between weddings and other events where appropriate, while protecting the coordinator's primary focus on wedding sales and delivery.

Organisational contribution

- Contribute to Trust-wide planning, commercial thinking and income development.
- Support Trust-led events and fundraising activity as required.
- Champion continuous improvement, new ways of working and a confident commercial culture.
- Undertake other reasonable duties as required.

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Person Specification

Attributes

- Warm, welcoming and highly professional manner.
- Confident, proactive and commercially minded.
- Highly organised, detail-oriented and solutions-focused.
- Excellent relationship-builder with the ability to work positively with colleagues, volunteers, trustees, tenants, contractors and external clients.
- Calm under pressure, flexible and adaptable in a busy events environment.

Skills and experience

Essential

- Proven experience in commercial sales, business development or income generation (typically 3+ years).
- Experience of venue hire, events, hospitality or visitor-attraction environments.
- Strong commercial judgement, with a track record of meeting income targets.
- Confident people manager with line management experience.
- Excellent relationship-building, negotiation and client-handling skills.
- Highly organised, adaptable and calm under pressure.
- Willingness to work evenings and weekends as required.

Desirable

- Experience working in a charity or small organisation with mixed commercial objectives.
- Knowledge of estate-based commercial models (tenancies, concessions, licences).

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Equality, Diversity and Inclusion

West Horsley Place Trust is an equal opportunities employer. We are committed to equality of opportunity in all our activities, including recruitment, and we ensure, through best practice that our recruitment is free from unfair and unlawful discrimination.

We value all people as individuals and welcome individuals with diverse beliefs, cultures, backgrounds, lifestyles and circumstances regardless of any protected characteristic.

Accessibility Statement

We are committed to doing all we can, within the limitations of our Grade I listed heritage buildings, monuments, gardens and wider estate to continually challenge ourselves as a listening and learning organisation to provide the best and most engaging experience to all our visitors. We ensure through all our processes, including recruitment, that we remove barriers wherever reasonably practicable to do so. If you require this pack in a different format or if you have access needs to enable you to access the application and interview process, please contact info@westhorsleyplace.org.

Your personal data is important to us and we use it only for the purpose for which it was provided to us. A privacy policy is available on our website westhorsleyplace.org

Enhanced DBS check

As a visitor-facing organisation delivering events and activities for the public, all team members may at times be required to support visitor welfare and safeguarding arrangements, including responding appropriately to situations involving lost children, vulnerable visitors, or similar incidents. For this reason, all staff are required to undertake an enhanced DBS check as part of our commitment to maintaining a safe, welcoming, and well-managed environment for everyone who visits or works with us

To join our team:

If you are interested in this role and believe you have the skills, experience, and knowledge then we'd love to hear from you. Please apply by submitting your CV and covering letter to info@westhorsleyplace.org

Deadline: Saturday 9 May 2026

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