

Turner Contemporary - Head of Commercial

Job Title: Head of Commercial

Department: Business & Operations

Location: Margate

Reports to: Director of Business & Operations

Hours of work: 5 days per week, Monday-Friday

Salary: £45,000.00 per year

Deadline: 10am on Monday 29th September

The Head of Commercial leads Turner Contemporary and Turner Contemporary Enterprises, our trading subsidiary company which gifts its profits back to the gallery. This crucial role oversees the generation of essential funds to support our internationally renowned exhibitions, learning and community programmes. This pivotal role comes at an exciting moment as we launch our new brand identity, offering a unique opportunity to shape our commercial future aligned with our refreshed visual presence and strategic direction.

As a key member of the Senior Leadership Team, you will drive sustainable revenue growth across multiple income streams including commercial events, venue hire, retail operations (both on-site and online), educational courses, corporate partnerships, and our café franchise. Working closely with the Director of Business and Operations and the Head of Marketing and Communications, you will ensure our commercial activity is integrated with our operational capabilities and brand strategy. Your entrepreneurial vision will be instrumental in developing innovative commercial strategies that both generate income and enhance the visitor experience.

This is a new role in the Gallery. It represents an exceptional opportunity to join Turner Contemporary at a transformative moment, helping to shape our commercial future while supporting our mission to make art accessible to all.

Key tasks and responsibilities:

Strategic Leadership & Commercial Development

- Design and implement a comprehensive commercial strategy that supports Turner Contemporary's artistic vision and financial sustainability.

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turnercontemporary.org

- Establish ambitious yet achievable income targets and KPIs across all commercial streams, supported by detailed plans for growth.
- Lead the commercial response to Turner Contemporary's refreshed brand identity, identifying opportunities to monetise and amplify its positioning.
- Identify and develop new revenue opportunities, with particular focus on digital channels and innovative business models
- Work collaboratively with the Senior Leadership Team to ensure alignment between commercial initiatives and artistic programming

Business Operations & Revenue Management

- Oversee all commercial operations including retail, venue hire, events, courses, partnerships, and café franchise.
- Optimise the profitability of existing revenue streams by enhancing efficiency, refining pricing strategies, and elevating customer experience.
- Adopt data-driven approaches to commercial decision-making, utilising analytics to identify trends, monitor performance and identify growth opportunities
- Establish robust financial monitoring systems and reporting frameworks
- Create and manage annual commercial budgets, forecasting, and reforecasting as required

Digital Commerce & Innovation

- Lead the development and growth of our e-commerce platform and digital offerings
- Implement innovative digital marketing strategies to drive online sales and engagement
- Explore emerging technologies and trends that could create new commercial opportunities
- Ensure seamless integration between physical and digital customer experiences
- Use digital tools and analytics to better understand customer behaviour and preferences

Partnership & Relationship Development

- Identify and secure high-value corporate partners and sponsors aligned with our mission

- Negotiate favourable terms with external vendors, suppliers, and service providers
- Cultivate productive relationships with key stakeholders, including local businesses, tourism bodies, and cultural organisations
- Leverage our new brand identity to attract premium partnership opportunities
- Develop compelling commercial proposals that demonstrate clear value to potential partners

Team Leadership & Development

- Lead, motivate and develop the Commercial team to achieve exceptional results
- Foster a culture of entrepreneurship, innovation, and commercial acumen
- Provide clear direction, regular feedback, and professional development opportunities
- Ensure appropriate staffing levels and structures to deliver commercial objectives
- Champion customer service excellence across all commercial touchpoints

General Responsibilities

- Embody Turner Contemporary's values of inclusivity, creativity, and accessibility
- Participate in staff meetings and contribute to wider organisational discussions
- Support special events, including exhibition openings, book launches, and promotional activities
- Maintain awareness of health and safety regulations and ensure compliance
- Undertake additional responsibilities as required to support the successful operation of Turner Contemporary Enterprises

Person Specification:

- Proven success in driving profitable growth across multiple revenue streams, ideally within cultural, retail, or hospitality sectors
- Strong financial acumen with experience in budget management, forecasting, and commercial analysis

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- Experience in developing and implementing successful e-commerce and digital sales strategies
- Understanding of how brand identity drives commercial value, with the ability to capitalise on our new brand launch
- Exceptional interpersonal skills with the ability to influence and negotiate at senior levels
- Entrepreneurial mindset with a track record of identifying and developing new income opportunities
- Leadership experience with the ability to inspire and develop high-performing teams
- Appreciation for contemporary art and culture, with an understanding of how commercial activities can enhance rather than detract from artistic integrity
- Ability to balance commercial imperatives with cultural sensitivity and organisational values
- Experience in developing managing venue-hire, events programmes or related commercial hire experiences.