



VACANCY:

COMMERCIAL DIRECTOR **SWANAGE RAILWAY COMPANY.**

The Swanage Railway is a leading transport and tourist attraction in the Purbeck area of Dorset, presenting an authentic living history experience of rail travel as it was some 60 years ago. The railway carries some 200,000 customers a year and is a significant part of the local economy in Purbeck and one of the leading paid for tourist attractions in Dorset.



The Swanage Railway Trust is a registered charity and the parent body of the organization. The charitable Trust is managed by member elected Trustees. Rail operations are conducted by the Swanage Railway Company, an operating company majority owned by the Swanage Railway Trust and led by a Board of volunteer Directors. Railway staff include some 35 paid staff and some 450 active volunteers.

The railway website – www.swanagerailway.co.uk provides wide ranging background to our current operations and activities.

We now seek to recruit a **Volunteer COMMERCIAL DIRECTOR** who will be responsible for promoting greater commercial awareness across the Railway and, in particular, for developing and implementing plans to grow our services and secondary income in line with our strategic objectives and for leading on marketing and promotion of the Railway and its services. The Commercial Director will also be directly responsible for managing catering and retail activities.



We look to develop opportunities to grow secondary spend by providing good quality catering, retail and other opportunities that are consistent with our heritage aims. We expect that some schemes will require physical alteration and building on our existing estate. Experience in leading and working with multi-disciplinary teams to achieve these aims will be essential.

Marketing the Railway is an activity that has seen fundamental changes in recent years with the growth of social media and the opportunities that presents. We expect this role to grow our presence through the creation of a marketing plan encompassing social media and other formats. You will also be expected to develop relationships with appropriate stakeholders to jointly promote our services.



As a member of the Board you will undertake joint responsibility for directing and leading on governance of the Railway and to participate in other general management tasks. Team working skills and directing/inter-personal skills required for working with our staff are essential requirements.

This position is unpaid but as a volunteer there are defined benefits that you will receive. A detailed role description is available on request.

It is not a pre-requisite that you are a railway enthusiast but your enthusiasm to support and to deliver plans for sustainable development and growth is essential.

The Swanage Railway will conduct interviews with applicants, and appointment will be subject to approval by the Trustees of the parent charitable body. The successful applicant will be co-opted to the Board in the first place and will then be offered for election on a three year basis.

For more information, potential applicants are invited to contact:

Gavin Johns – Chairman

gavin.johns@swanagerailway.co.uk

or

Liz Sellen

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