



COMPANY DESCRIPTION

Boomtown Fair is an organisation that prides itself on its unrivalled artistic output, cutting edge style and cultural content. Founded in 2009, by active Directors, Lak Mitchell and Chris Rutherford, the organisation is a living theatre, a world renowned immersive experience that ignites the imagination and inspires the emergence of a better world through creativity, connection and celebration.

Headquartered in the heart of Bristol, Boomtown Fair is an annual five-day camping festival held at the Matterley Estate (Nr. Winchester, Hampshire) in the rolling hills of the South Downs National Park. For more than a decade, the organisation has prided itself on offering its audience extraordinary experiences through the programming of Theatre, visual arts, mind-bending set designs, a multitude of music styles and site-specific performances and events.

Charity, Education and Awareness is an integral part of the ethos of Boomtown Fair with the festival using its platform and position as a major influencer and a driving force in changing ways that festivals are run and operated. In 2019, the last year the festival was able to run due to the subsequent global pandemic that struck, the organisation took large steps by partnering with Tree Sisters, a global network of women passionate about achieving restoration of our tropical forests, to plant a tree for every attendee of its Festival that year (c.60,000 trees).

Boomtown is committed to Diversity, Equity & Inclusion (DEI) and is an advocate for social change. We support and value an inclusive culture that is centred around respect and .. are focussed on equality for all and are proactively looking for ways to improve representation and inclusion within our staff, our events and the talent and entertainment provided to our ticket holders. Whilst education and qualifications can be helpful and we do see value in this, we are also welcome to applicants with a proven working history regardless of qualifications.

ROLE DESCRIPTION

Boomtown Fair has a need for a proven Head of Commercial to lead the commercial strategy and commercial activity of both the festival and our exciting new event space based in Bristol. You will work to create new commercial partnerships and help to develop the business strategy and long-term financial strategy.

You will manage a direct report who will assist you in managing the existing commercial brand partnerships as well as bringing in new revenue streams. Your role will also form part of the Senior management team within Boomtown and hold responsibility for all aspects of the festival and venue's commercial activity and revenue. The role will oversee brand partnerships, bars, traders, restaurants, glamping and merchandise.

This will involve:

- Developing and implementing commercial strategies according to the goals and objectives



- Working with the senior development team to ensure brand partnerships are in-line with Boomtown and venue's values.
- Conducting market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.)
- Leading and managing the execution of commercial activity on site at Boomtown's annual festival each year

KEY SKILLS AND EXPERIENCE

You will be a self-starting, proven commercial professional who has 3-5 years of experience in a similar position and in managing multi million pound budgets. The successful applicant will have an appetite for helping Boomtown realise its revenue ambitions and to evolve its commercial execution having gained experience in previous roles that required revenue generation through commercial enterprise. You will own your work, taking proactive responsibility for developing this role into what it needs so that as the company grows and develops further, so does its commercial opportunities and scope. Industry relevant experience is helpful although not essential for this role.

Alongside exceptional people skills, this role requires you to be analytically minded, hold contract negotiations and adept at mastering life inside an organisation that puts on a major UK-festival. You will have excellent commercial skills, be able to define and implement clear and viable revenue generating strategies whilst at the same time be a strong project manager, able to manage third party contractors as well as lead a small internal team. This is an operational role and therefore multi-tasking is a fundamental element as such, should not be overlooked, this role requires a steady hand on numerous critical elements of the festival's revenue generation.

RESPONSIBILITIES

BARS, TRADERS AND CAFE

- Work closely with the Trader Manager to ensure the smooth delivery of all on site food and market traders.
- Work with bar operators to ensure licencing compliance is adhered to.
- Collaborate with the Boomtown finance team in negotiating bar contracts and acting as the main point of contact for our commercial event partners .
- Manage the trader application process; reviewing applications whilst ensuring all fees are paid in a timely manner and ahead of site arrival.
- Collaborate with the Directors and other heads of department in designing the bar provision for the festival and venue, ensuring that the number and location drives suitable commercial revenues and that their design is in keeping with the overall look, feel and ethos.
- Manage the drinks ranges (alcoholic and non-alcoholic) including negotiating pourage rights and sponsorship agreements with our partnered drinks brands.



- Manage and maintain critical commercial documentation that outline the design specifications, product ranges and detailed operations.
- Collaborate with the Site Manager in planning and executing on commercial infrastructure on site at the festival.
- Collaborate with the licensing coordinator to ensure all bar operators comply with licensing and premises requirements.
- Manage ticketing for bars and traders, designing an appropriate accreditation processes for commercial related staff.
- Management and resourcing of a fit for purpose audit team.
- Manage the till EPOS/RFID systems throughout the annual festival / venue life cycle – design, installation, reporting.

SPONSORS AND PARTNERSHIPS

- Proactively manage and maintain relationships with sponsors, partners and marketing agencies.
- Ensure any sponsor / partner activity and messaging is in keeping with the overall look, feel and ethos of the festival or venue.
- Manage and coordinate all ticketing relating to sponsors and partners.
- Manage appropriate meetings with sponsors and partners throughout the festival ensuring that they have appropriate space factored into the event's site design.
- Collaborate with the site/production/operation teams so that the sponsorship needs are known, understood and able to be delivered as part of the Festival or venue event.
- Project manage all sponsor activation; ensuring commercial activity collaborates effectively with all critical areas of the festival (e.g. comms, production, site, operations)
- Manage the commercial elements of coach and shuttle contracts for the festival.
- Manage the merchandise P&L for the festival & event space. This includes management of the online shop, its product range and inventory control.
- Research a variety of revenue generating commercial ventures such as; lockers, cash services, toilets, phone charging and fairground activity.
- Collaborate with Boomtown's finance team in finalising and signing off commercial contracts.
- Collaborate with the Head of Communications and their team in researching, selecting and promoting appropriate charities to work with through the festival and venue.
- Manage charity applications and work with the Site and Operation teams to ensure appropriate space is allocated in site designs for them.
- Oversee Boomtown pre pitched camping from a production perspective; ensuring their respective P&L's are included in the overall festival budgets.



WHY WORK FOR BOOMTOWN FAIR

- A cutting-edge event that is viewed globally as a leader in its field
- Opportunity to be a lead part of something that is genuinely trying to make a difference in the world
- A flexible work environment that develops its people, empowers and encourages teams to use initiative and act responsibly
- Be part of a team of enthusiastic, like-minded people who deliver a unique, interactive and otherworldly weekend for 10's of thousands of people every year

VALUES

- **Respect;** yourself, each other, the planet
- **Integrity;** do what you say you will, and to the best of your ability

OTHER BENEFITS

- Wonderful co-workers/ work culture
- Fun offices near Bristol city
- Work away trips. Previously this has included; away days, glamping and trips to Disney world
- On-site restaurant and other great food options nearby
- Environmentally conscious team, always looking for new/better ways to lower our carbon footprint
- Family and friends tickets to events and venue
- Ride to work scheme

POST DETAILS:

This role is a critical member of the senior management team within Boomtown. As such, the person holding this position is responsible for setting an example to the wider business in their attitudes to work, living our values and behaving in a manner befitting of a leader.

The role is head office based (Bristol), 32 hours per week over 4 days, however, as with all positions within Boomtown, the role is required to live and work on site at the festival in Winchester in July / Aug where longer working hours are required and duties outside of the Head of Commercial role will be expected to be performed.

SALARY: Negotiable on experience

START DATE: 1st November 2021

HOLIDAY: 20 days plus Bank Holidays + Birthday (based on full-time employment)