

Job Description

JOB TITLE -	Community Engagement & Revenue Lead
JOB FAMILY	Business Development (Fitness, Lettings, Events)
REPORTING TO	Regional Fitness and Lettings Manager

Job Purpose

To lead, oversee and take ownership of the day-to-day operation of the Training & Learning Centre (TLC) and associated lettings activities across Portsmouth schools. The postholder will be responsible for driving income generation, maximising occupancy and utilisation of facilities, delivering exceptional customer service, and ensuring the efficient and professional running of all operations.

The role plays a key part in supporting the department's six key pillars:

- **Great Service** – Delivering exceptional customer experiences that encourage repeat business and positive stakeholder relationships.
- **Cleanliness** – Ensuring facilities are maintained to a high standard, creating welcoming environments for all users.
- **Health & Safety** – Promoting a culture of safety and compliance across all operations.
- **Operations** – Ensuring activities are well planned, organised and delivered efficiently.
- **Proactiveness and Accountability** – Taking ownership of challenges, identifying opportunities, and delivering solutions.
- **Professional Appearance** – Maintaining high standards of personal presentation, communication and facility presentation.

The postholder will work collaboratively with internal and external stakeholders to increase revenue, enhance customer satisfaction, promote facilities effectively, and support the strategic growth of the Fitness & Lettings department.

Duties and Responsibilities

Lettings

- Lead and oversee all lettings activity across designated school sites, ensuring facilities are utilised effectively and income targets are achieved.
- Build, maintain and strengthen relationships with existing hirers through exceptional customer service, regular communication and proactive engagement to maximise customer retention and repeat business.
- Identify, develop and secure new business opportunities, actively promoting facilities to local organisations, community groups, businesses and sports clubs.
- Develop strategies to increase occupancy rates, maximise revenue and improve utilisation of all lettable spaces.
- Ensure enquiries are responded to promptly, professionally and efficiently, delivering a positive customer journey from initial contact through to booking and repeat hire.

- Monitor customer feedback and implement continuous improvements to enhance customer satisfaction and service delivery.
- Take ownership of resolving customer issues, complaints or operational challenges in a professional and timely manner.
- Ensure all lettings activities operate in line with departmental procedures, safeguarding requirements, health and safety legislation, and Trust policies.
- Act as a visible ambassador for the department, promoting the six key pillars through all customer interactions and operational decisions.
- Line manages the Lettings Officer and Evening Receptionist, setting clear expectations, monitoring performance and supporting professional development.
- Ensure staff consistently deliver high standards of service, professionalism and accountability.
- Act as a key holder for the Training & Learning Centre (TLC) and The Portsmouth Academy (TPA), supporting opening and closing procedures and providing operational cover when required.

Training & Learning Centre (TLC)

- Take full responsibility for the effective day-to-day management of the Training & Learning Centre.
- Ensure the building is presented to the highest standards of cleanliness, organisation and professionalism always.
- Monitor room bookings, occupancy levels and facility usage, identifying opportunities to improve efficiency and generate additional revenue.
- Ensure all events, meetings, training sessions and bookings are delivered smoothly and professionally.
- Conduct regular facility inspections, proactively identifying and addressing issues relating to cleanliness, maintenance, health and safety, or customer experience.
- Work collaboratively with internal departments and external partners to ensure seamless service delivery.
- Develop and implement operational improvements that enhance efficiency, customer satisfaction and facility utilisation.
- Maintain accurate operational records and ensure compliance with relevant procedures and regulations.
- Promote a culture of accountability and ownership amongst all staff operating within the facility.

Marketing, Communication & promotion

- Lead the promotion of The Portsmouth Academy and Lettings-led operations through effective marketing strategies.
- Develop and manage social media content to increase awareness, engagement and bookings across all facilities and services.
- Create engaging promotional campaigns that showcase facilities, events, services and success stories.
- Support the development and implementation of marketing plans aimed at increasing occupancy, generating new business leads and improving customer retention.
- Lead communication initiatives with parents, community groups, businesses and other stakeholders.

- Monitor marketing performance and engagement metrics, making recommendations for continuous improvement.
- Ensure all communications reflect the Trust's values and maintain a professional image.
- Identify opportunities to enhance the department's reputation and visibility within the local community.

Administrative Duties

- Undertake administrative duties as delegated by Commercial Directorate Leads, relating to Little Thinkers, Catering, Creative, Fitness and Lettings ensuring work is completed accurately, efficiently and within agreed timescales.
- Maintain accurate records relating to lettings, bookings, customer communications, compliance and operational performance.
- Support Trust Catering Assurance Leads by coordinating and undertaking quality monitoring visits and associated administration.
- Ensure all relevant documentation, policies and procedures remain up to date and compliant.
- Support with ad hoc exec travel bookings and supporting the organisation of Trust wide internal events.
- Support the development of new business opportunities within the Fitness & Lettings department (Thinking Events & Academy)

Generic Duties relevant to all members of Staff

Working with colleagues and other relevant professionals

- Communicate effectively with other staff members, customer and service users
- Collaborate and work with colleagues and other relevant professionals within and beyond the Trust
- Develop effective professional relationships with colleagues

Professional development

- Help keep their own knowledge and understanding relevant and up-to-date by reflecting on their own practice, liaising with their line manager and identifying relevant professional development to improve personal effectiveness
- Take opportunities to build the appropriate skills, qualifications, and/or experience needed for the role, with support from the Trust
- Take part in the Trusts appraisal and performance management procedures

Personal and professional conduct

- Uphold public trust in the education profession and maintain high standards of ethics and behaviour, within and outside school
- Have proper and professional regard for the ethos, policies and practices of the Trust, and maintain high standards of attendance and punctuality
- Demonstrate positive attitudes, values and behaviours to develop and sustain effective relationships with the Trust community
- Respect individual differences and cultural diversity

Customer Service

- All staff will be required to mirror our philosophy and take pride in offering a fantastic customer experience to all stakeholders modelled on our four Customer First Values - Trusted, Solution Focused, Approachable & Timely

ICT

- It is expected that all teaching and support staff follow the ICT Vision of the Trust.
- All staff will be expected to utilise ICT and to improve communication and reduce paper use. Security procedures must be followed when using ICT systems.
- All staff are expected to follow the procedures as laid out in the Trust's Acceptable Use Policy. Staff are also expected to ensure that they follow Trust policies with regard to professional conduct when using ICT systems or Trust ICT equipment.

Health and Safety

- Employees are required to work in compliance with the Academy's Health & Safety Policies and under the Health and Safety At Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the Trust.
- In order to ensure compliance, procedures should be observed at all times under the provision of safe systems of work through safe and health environments, including information, training and supervision necessary to accomplish those goals.

Equal Opportunities

- To actively promote the Trust's Equal Opportunities Policy and observe the standard of conduct which prevents discrimination taking place, maintaining awareness of and commitment to Equal Opportunity Policies in relation to both employment and service delivery.

Safeguarding

- TSfE are committed to safeguarding and promoting the welfare of children and young people and all staff must ensure that the highest priority is given to following the guidance and regulations to safeguard children and young people. All staff are to have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by the Thinking Schools Academy Trust. Any safeguarding or child protection issues must be acted upon immediately by informing the Designated Safeguarding Lead.

Data Protection

- TSfE takes the responsibility of protecting and securing the data of Pupils, Staff, Parents and all associated individuals very seriously. The Trust requires all staff to complete data protection training and to adhere to its Data protection policies and procedures. All staff must ensure that if they suspect a data breach they must inform the Trust Data Protection officer immediately.

This job description forms part of the contract of employment of the person appointed to the post. The duties, responsibilities and accountabilities highlighted in this job description are indicative and may vary over time at the discretion of the Trust. This job description will be reviewed annually and is an integral part of the Appraisal and line management process.



The duties and responsibilities in this job description are not restrictive and the post-holder may be required to undertake any other duties that may be required from time to time. Any such duties should not however substantially change the general character of the post.

I understand and agree to the job description of Community Engagement & Revenue Lead

Name:

Signed:

Date: