



Commercial Lead

The Commercial Lead is a voluntary role, suitable for an individual who has developed - or is keen to develop - an understanding and empathy for Sing for Pleasure through its events and courses and who wishes to contribute to its growth and success. The primary function of this role is to ensure that the charity makes the most of commercial activities that will support its core areas of operation. The role includes, but is not restricted to:

- Ensure that the charity has the right product in the right place at the right time, to maximise sales at a margin that generates revenue whilst representing good value to our customers.
- Aim to maintain an appropriate in-stock position across different merchandise areas and optimise stock-turn.
- Keep track of internal and external activities to ensure that the logistics of moving our merchandise to the right place is actioned in a timely and cost-effective way.
- Procure merchandise that will be attractive to participants and customers at a manageable cost to the charity.
- Set high standards of merchandising and presentation to ensure our offer is attractive and distinctive.
- Maximise trade sales of our range of publications to external retailers.
- Ensure that selling systems (primarily iZettle, in our case) are accurately maintained.
- Oversee and support the work of our online shop and its coordinator.

Whilst this is a voluntary role, expenses are covered as per the Sing for Pleasure expenses policy.

Attributes

- Leads are expected to take a pro-active approach towards the overall wellbeing of the charity.
- Leads should show an understanding of the ethos that underpins SfP and its francophone *A Cœur Joie* partner movement, the fostering of good relationships between all humans and the breaking down of all barriers through the promotion of singing together in as accessible a manner as possible.
- Leads should have a good working knowledge of the most popular IT applications, particularly the suite of Google applications and be able to manage their workload as independently as possible. This role should take approximately one day per month, spread over that duration.
- Leads will handle confidential personal and financial data and will be required to sign a non-disclosure agreement prior to commencing the role.