

# ROLE DESCRIPTION

COMMERCIAL MANAGER (TRAINING)

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| Job Title: | Commercial Manager (Training) |
| Department: | Commercial Training |
| Responsible to: | Chief Executive |
| Job Purpose: | To manage the Commercial Training Department, maintaining excellence in training quality and operation effectiveness, to coordinate the delivery of commercial courses and the employment of trainers, and to proactively market and promote all SJA (NI) courses to increase our income streams. |

**Company Overview**

St John Ambulance (NI) is Northern Ireland’s leading provider of first aid at work courses. It also provides courses for community groups and members of the public on evenings and at weekends. Its charitable work includes providing first aid and ambulance services at public events by volunteers.

The organisation in Northern Ireland represents the St John Ambulance Brand which operates throughout England and Wales and based in London.

The Northern Ireland operation is self-contained and is administered through St John Ambulance (NI), a company limited by guarantee not having a share capital and recognised as a charity by the Inland Revenue and the Northern Ireland Charity Commission.

SJA (NI) is committed to being a fully inclusive and diverse organisation. Every employee shares the responsibility to foster a workplace free from harassment, bullying, or discrimination based on gender (including gender reassignment), pregnancy or maternity, marital or civil partnership status, sexual orientation, race, ethnicity, religious belief, political opinion, national identity, age, disability, or caregiving responsibilities.

Employees are expected to treat colleagues, volunteers, and customers with respect and fairness, upholding the same standards they would expect for themselves. This ensures a harmonious, inclusive work environment and promotes a strong team spirit.

This job description is not exhaustive and may be amended as necessary to support the effective organisation of SJA (NI)'s activities, in consultation with the job holder.

**SJA (NI) enforces a strict ‘No Smoking’ policy across all premises, including the use of devices such as e-cigarettes.**

**Principle Duties and Responsibilities**

The post holder will support the Chief Executive in maintaining SJA (NI) as the leading provider of commercial first aid, fire marshal, and Mental Health courses in Northern Ireland, while driving income growth through course delivery. The post holder will proactively seek new and repeat business to enhance income streams, ensuring that our courses and training facilities are maintained to a high standard. The post holder will manage the Commercial Training Department, ensuring that systems are in place to fully support its activities.

1. Leadership and Management
   1. Manage the Commercial Training Department, ensuring that employees and casual trainers comply with all policies and procedures, and with regulatory and statutory requirements
   2. Line manage employees, including casual trainers and Internal Quality Assurers, through regular and timely ‘one on ones’ and annual reviews, address underperformance, and apply the organisation’s employee policies and procedures.
   3. Liaise with SJA England colleagues in areas such as marketing, different course offerings, training power points and delivery guides.
   4. Assist the organisation in attainment of Quality standards as required (for example ISO 9001:2015 accreditation).
   5. Actively seek new business, including the provision of additional (existing) courses and the provision of new courses.
   6. Respond to Tender, Bid and Quotation requests for training work to maintain and increase our training course revenue.
   7. Ensure that SJA (NI)’s training facilities are maintained to a high standard, and that the content of courses is regularly reviewed/updated as necessary.
   8. Participate as a member of the Senior Management Team on corporate activities, including discipline, grievance and complaint investigations and recruitment panels.
   9. Direct and support staff and casual trainers and facilitate appropriate training to ensure they are suitably skilled and equipped for their role.
   10. Represent the Commercial Training Department on ad hoc project teams and at inter-departmental meetings.
   11. Deputise for the Chief Executive when requested.
2. Best Practice

2.1 Ensure complete and accurate records are kept of all participants on courses.

2.2 Ensure compliance with updated industry standards and certifications for training.

2.3 Stay updated on emerging trends, developments, and best practices in first aid and fire safety training to ensure course content remains current and competitive.

2.4 Proactively incorporate industry advancements into course offerings, adapting to changing regulations and customer needs.

2.5 Assist in the regular review of policies and procedures to ensure that they are robust and secure in the context of GDPR and identify opportunities to improve efficiency and effectiveness via a process of continual improvement.

* 1. Handle confidential, personal and commercial information with discretion and in accordance with GDPR.



1. Budgetary Control
   1. Manage the resource and budget planning in respect of the Commercial Training Department by identifying opportunities for cost savings and optimising resource allocation.

3.2 Assist with the preparation of SJA (NI) budgets and forecasts.

1. Systems Development
   1. Assist in the continuous development of the training courses booking system, company website and other IT platforms in supporting the Commercial Department, reporting capabilities and system performance.
2. General
   1. Undertake activities (meetings/correspondence/telephone discussions, etc), where appropriate, representing SJA (NI) in a respectful and supportive manner to external groups or the general public
   2. Conduct all activities in a manner which is safe to yourself and others, acting at all times in accordance with the Health & Safety Policy.
   3. Promote and ensure compliance with the aims, objectives and ethos of SJA (NI) as a leading charity.
   4. Undertake any other duties delegated by the Chief Executive, appropriate to the scope and function of the post, including cover duties during period of absence of the employees, e.g. sickness and annual leave.
3. Location
   1. This post is based at SJA (NI) Headquarters at Erne, Knockbracken Healthcare Park, but the post holder must be prepared to travel to other locations to attend meetings etc., as necessary, for which mileage allowance will be payable.

CORE COMPETENCIES

At SJA (NI), our customers are at the centre of everything we do. Our mission is to make a difference by ensuring first aid is accessible to everyone, so no-one suffers or dies unnecessarily due to a lack of first aid. Our values reflect this commitment and guide our actions, keeping us focused on what truly matters. The behaviours we expect from our employees align with these principles, enabling us to consistently deliver exceptional service to our customers.

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| **Setting Direction**  Change and Continuous Improvement | SJA (NI) employees will display initiative, be innovative and seek out opportunities to create effective change. They will learn from what has worked as well as what has not, being open to change and improvement and working in ‘smarter’ more focused ways.  For Managers, it is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. |
| **Setting Direction**  Leading and Communicating | SJA (NI) employees will have pride and show enthusiasm for the services they provide, communicating purpose and direction with clarity and openness. They will support the principles of fairness of opportunity for all.  For Managers, it is about being visible, establishing a strong direction and future vision; managing and engaging with people in a straightforward, truthful and open way. |
| **Delivering Results**  Managing Performance | SJA (NI) employees will have a focus on delivering timely performance, taking responsibility and accountability for quality outcomes. They will work to agreed goals and activities and deal with challenges in a responsive and constructive way.  For Managers, it is about setting clear, aligned performance goals and objectives for self, others and the organization. |
| **Delivering Results**  Customer Focus | SJA (NI) employees will establish the needs of customers and strive to ensure that these are met. They will understand the needs and expectations of customers to enable the effective delivery and development of an appropriate quality service which exceeds customer expectations.  For Managers it is about seeking feedback, involving customers and consulting broadly on customer needs. |
| **Engaging People**  Working with Others | SJA (NI) employees will work collaboratively, sharing information appropriately and building supportive, trusting and professional relationships with colleagues.  For Managers it is about being approachable, delivery business objectives through creating an inclusive environment, welcoming challenge however uncomfortable. |

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| **Engaging People**  Valuing Equality and Diversity | SJA (NI) employees will treat everyone with professional and personal respect, behaving ethically and with integrity and promoting fairness and recognizing the value of diversity.  For Managers it is about creating a work culture and practices that recognize, respect, and value diversity for the benefit of the association. |