Job description

Business Development & Growth Manager

We are an award winning, internationally recognised Living Museum with 50 historic buildings and gardens set in the beautiful South Downs National Park. With extraordinary buildings, fascinating artefacts, glorious surroundings and friendly, dedicated people, the Weald and Downland Living Museum is a unique and rewarding place to work.

Job Title:	Business Development & Growth Manager
Reports to:	Museum Director & Senior Leadership team
Working pattern:	Full-time- 35 hours a week. Typically, Monday – Friday with some weekend work
Location:	Weald & Downland Living Museum, Singleton, West Sussex
Contract type:	Permanent
Salary:	£38,000pa

Job Purpose

The Business Development and Growth Manager will lead the Museum's growth strategy by integrating business development, audience growth and income generation activity. The postholder will be responsible for identifying and delivering opportunities that increase visitor numbers, grow earned income, strengthen partnerships and improve the Museum's long-term financial sustainability. This role will provide leadership ensuring that investment, campaigns and partnerships are aligned with organisational priorities and deliver measurable results. The role will develop new markets, increase revenue opportunities and build relationships that enhance the Museum's profile, reach and commercial performance.

Key Responsibilities

Business Development & Commercial Growth

- Develop and deliver the Museum's Business Development and Growth Strategy.
- Identify new commercial opportunities, income streams and markets.
- Develop and manage strategic partnerships with corporate organisations and other stakeholders.
- Develop strategies to increase admissions, group bookings, venue hire, events and secondary spend.
- Identify opportunities to expand educational, tourism and corporate markets.
- Build and manage a commercial pipeline of opportunities.
- Develop proposals, partnership opportunities and business cases to support growth.
- Monitor market trends, competitor activity and visitor behaviours to identify opportunities.

Audience Development

- Own and deliver the Museum's audience development strategy and annual plans.
- Lead audience development activity to increase reach, engagement and conversion.
- Develop the Museum's brand positioning and market presence.
- Oversee campaign planning and ensure activity is aligned with organisational objectives.
- Develop customer acquisition and retention strategies.
- Ensure activity supports visitor growth and income generation.
- Evaluate campaign effectiveness and return on investment.

Commercial Performance & Reporting

- Establish and monitor growth targets and commercial KPIs.
- Report performance against visitor, income and engagement objectives.
- Use data, insights and customer information to inform decision-making.
- Develop improved approaches to measuring effectiveness and commercial impact.
- Support organisational business planning and income forecasting.

Leadership & Management

- Provide strategic leadership for the Museum's marketing and growth activity.
- Manage budgets, ensuring effective allocation of resources.
- Oversee external suppliers, agencies and creative partners where required.
- Work collaboratively across departments to embed commercial thinking and growth opportunities.
- Provide advice and recommendations to senior leadership.

Person Specification Business Development & Growth Manager

Essential Experience

- Proven experience in business development, commercial growth, or a similar strategic role.
- Experience developing and delivering growth strategies.
- Demonstrable success in identifying and converting new business opportunities.
- Experience managing partnerships, commercial relationships or income-generating activity.
- Experience managing budgets and measuring return on investment.
- Experience using data and insights to inform strategic decisions.

Essential Skills & Knowledge

- Strong commercial awareness and understanding of income generation.
- Excellent relationship-building and influencing skills.
- Ability to develop strategic partnerships and negotiate effectively.
- Strong understanding of strategy, audience development and customer growth.
- Ability to translate organisational objectives into practical growth plans.
- Ability to analyse performance data and produce meaningful reports.
- Strong project management and organisational skills.

Desirable Experience

- Experience within the cultural, heritage, tourism, visitor attraction or leisure sectors.
- Experience developing sponsorship opportunities.
- Experience growing visitor numbers or customer engagement.
- Experience working with CRM systems and audience data.
- Experience managing external creative or marketing agencies.

Personal Attributes

- Commercially focused with an entrepreneurial mindset.
- Strategic thinker who can also deliver practical outcomes.
- Proactive, innovative and opportunity focused.
- Confident engaging with senior stakeholders and external partners.
- Passionate about developing audiences and increasing organisational impact.
- Adaptable and comfortable working in a changing environment.

This job description is not exhaustive and may be reviewed and updated

What we offer:

- Company pension scheme
- Free car parking
- Staff discount in the museum shop and café
- Free entry to the museum for friends and family
- Access to learning and development opportunities
- The opportunity to work in a unique heritage environment
- Supportive team within a charity dedicated to preserving historic buildings and rural life

Our heritage is richer when it includes all voices. We are working to make our organisation an open, inclusive, and accessible place for people from every background. If you share our passion for connecting people with history in meaningful and inclusive ways, we'd love to hear from you. We're happy to discuss any support you might need during the application process.

All candidates must already hold the legal right to work in the United Kingdom.

To apply please send a covering letter, CV and answer the questions to: **hradvisor@wealddown.co.uk**

1. Please tell us about the experience you would bring to this role, particularly in areas such as business development, commercial growth, income generation, or strategic planning. What are you most proud of achieving?
2. Please share an example of a growth strategy or commercial initiative you helped to develop and deliver. What was the aim, what was your contribution, and what difference did it make? Where possible, please include how success was measured.
3. Please describe a new commercial opportunity, income stream, market, or partnership that you helped to develop. How did you explore the opportunity, involve others, and contribute to the outcome?
4. What appeals to you about helping the Weald & Downland Living Museum grow its audiences and income? If appointed, what would you focus on during your first 12 months?

Closing date: 29th November 2026