



Undeb Myfyrwyr Wreccsam
Wrexham Students' Union

COMMERCIAL SERVICES MANAGER JOB PACK



<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Welcome

Dear Candidate,

Thank you for your interest in the role of Commercial Services Manager at Wrexham Students' Union (WSU).

Wrexham Students' Union exists to be the beating heart of a thriving student community. We empower every Wrexham University student to achieve their ambitions, create positive change, and make the most of their university experience. As an independent, not-for-profit membership organisation, we proudly represent and support over 11,200 full-time and part-time students, championing their voices and shaping their future. We are a charity, and a company limited by guarantee.

It's an exciting time to join Wrexham Students' Union (WSU). We're launching the first year of an ambitious new strategy and relocating to a vibrant new venue at the heart of campus, placing us right where our students are. Just a stone's throw from Wrexham A.F.C. and proudly the second closest venue to the stadium, we host matchday food and drinks for fans (and yes – now that Wrexham is officially a city and bidding for City of Culture status, we like to think Hollywood's finest, Rob McElhenney and Ryan Reynolds, might pop in for a drink... we're ready just in case!).

The Commercial Services Manager will lead our commercial operations, overseeing our Bar and Lounge, SU merchandise shop, and developing sponsorship and advertising opportunities in collaboration with our Marketing & Communications team. A key priority will be managing the relocation of the bar to our new venue and ensuring it becomes a welcoming, vibrant and financially sustainable hub for students and the wider community.

Working closely with the University, the successful candidate will support the delivery of refreshments for Graduation ceremonies and staff events. They will collaborate with our elected Officer team and SU staff to create an exciting programme of events, support sports clubs and societies to build thriving communities within the Union, and manage private function bookings.

We are seeking a motivated and enthusiastic individual who will live and breathe our values and can deliver on key aspects of our new strategy and mission. The post holder will oversee the commercial budget, identify and develop new income streams, and drive growth through diversified commercial activity, sponsorship and advertising partnerships. Experience within the hospitality or commercial sector is desirable, and holding a personal licence would be advantageous, though not essential. The role carries responsibility for risk management, health and safety compliance, and ensuring all commercial operations are delivered safely, professionally and in line with best practice.

There will be university and SU committees that you will sit on and report to and you will be responsible for a venue supervisor and up to 10 student staff.

If you're ready to help shape the future of WSU during a transformational year, we'd love to hear from you. For more information please email Marc.Caldecott@Wrexham.ac.uk

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

About Wrexham Students' Union

Mission and Vision:

To empower every Wrexham student to shape their experience, build community, and create positive change within the University and beyond.

Purpose:

We represent students, build communities, and celebrate diversity.

Core Values: WSU is committed to being Proud, Empowering, Collaborative and Trusted. These values guide the Union's actions and initiatives, ensuring a responsive and adaptable approach to student needs and promoting inclusivity by removing barriers.

Services and Facilities: The Union provides a wide range of services, including advice, support, and social spaces like Glyn's Bar & Lounge, which serves as a central hub for student activities. The Union also supports numerous sports and societies, offering students opportunities to explore new interests, develop skills, and connect with peers.

Key Work:

1. **Student Wellbeing:** WSU promotes a healthy university experience through various events and support services aimed at enhancing student welfare.
2. **Academic Support:** The Union offers advice and resources to help students achieve academic success and gain additional skills for life beyond university.
3. **Advocacy and Representation:** WSU ensures that student voices are heard in University decision-making processes, advocating for student interests at both local and national levels.

Future Focus: WSU is focused on expanding its services, enhancing sustainability practices, and fostering a more inclusive community. The Union is committed to continuous improvement and adapting to the evolving needs of its members.

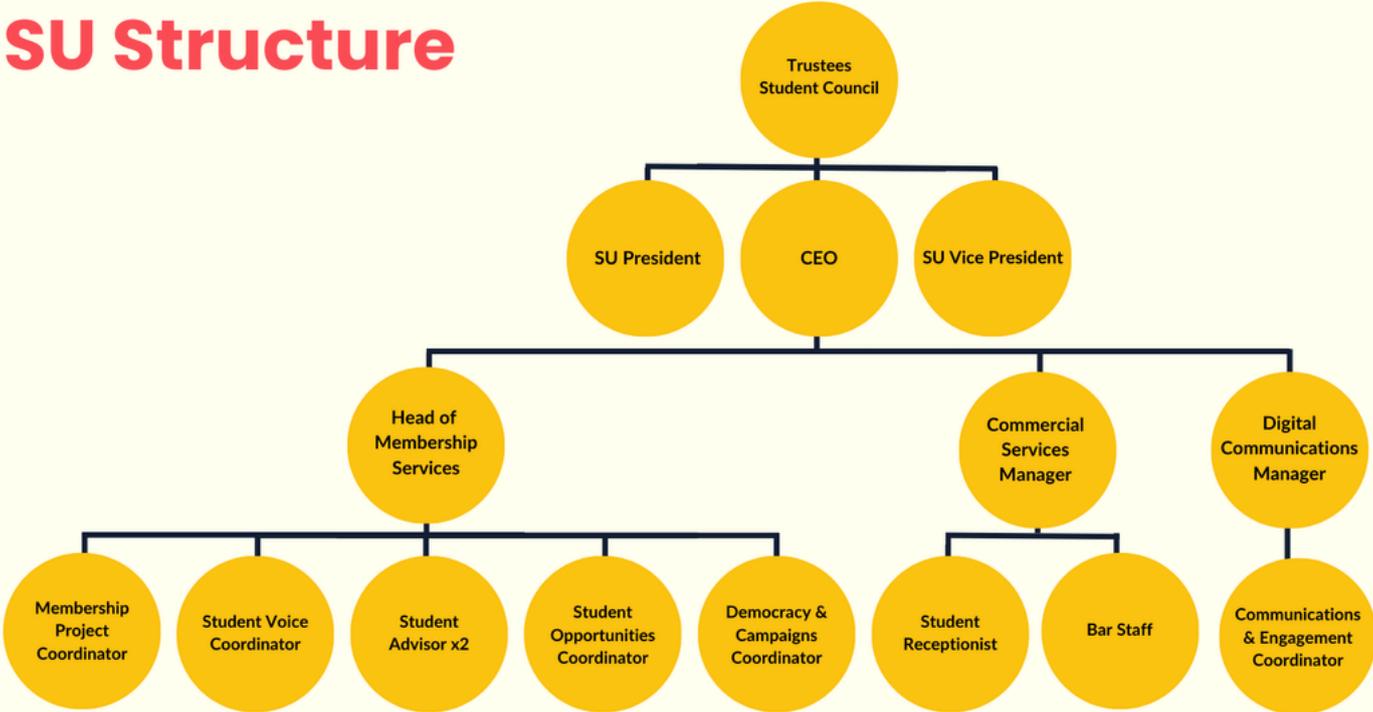
For more information, you can explore [WSU's website](https://www.wrexhamsu.co.uk/).

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Staff Structure

SU Structure



<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Board of Trustees



Chair - Freya
(FTO Trustee)



Deputy chair - Scott Farmer
(External Trustee)



David Agboola
Student Trustee



Hafsa Farju
(FTO Trustee)



Jon Russ
(External Trustee)



Jazz Simpson
(External Trustee)

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Commercial Services Manager

Job description and person specification

Salary: £31,237

Length of contract: Full time, Permanent.

Responsible to: CEO

Hours of work: 35 hours per week (evening and weekend work may be required)

Place of work: Wrexham main campus (Plas Coch) with possible travel to other satellite campuses.

Purpose of the post.

The Commercial Services Manager is responsible for leading and developing the Students' Union's commercial operations to create vibrant, inclusive and financially sustainable spaces that enhance the student experience. You will line manage the venue supervisor and student bar staff and will be responsible for the budget of the commercial services. The role will drive income generation through the effective management of licensed and retail services, events, sponsorship and advertising, while supporting the delivery of the Students' Union's new strategy. Working collaboratively with the University, Officer team and SU staff, the post holder will ensure commercial activity is safe, innovative and aligned with the Union's values.

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Key responsibilities.

Commercial Leadership & Income Generation

- Lead and develop all commercial operations, including the Bar & Lounge, SU merchandise shop, and private function bookings.
- Deliver a financially sustainable commercial offer that enhances the student experience.
- Identify, develop and implement new income streams and diversification opportunities.
- Work collaboratively with the Marketing & Communications team to secure and manage sponsorship and advertising partnerships.
- Oversee pricing strategies, stock control, supplier relationships and commercial performance monitoring.
- Manage and monitor the commercial budget, ensuring income and expenditure targets are met.

Venue Relocation & Development

- Lead the successful relocation of the bar and commercial services into the new Students' Union venue.
- Contribute to space planning, layout, compliance and operational readiness.
- Ensure the new venue becomes a vibrant, welcoming hub at the heart of campus life.

Events & Student Engagement

- Work closely with the Officer team, student groups, sports clubs and societies to deliver an engaging and inclusive events programme.
- Facilitate and manage private hire bookings and external events.
- Support the University in delivering refreshments and hospitality for Graduation ceremonies, staff events and key institutional activities.
- Develop the commercial offer around key calendar moments, including matchdays and large-scale events.

This job description should not be interpreted as an exhaustive list of all tasks and responsibilities undertaken by the postholder. The incumbent is expected to perform duties that fall within the scope and spirit of the job purpose, the title of the post, and its grading. This description reflects the post as it is currently constituted. The Students' Union reserves the right to periodically review an employee's job description and to update or amend it to ensure it aligns with the evolving needs of the Union.

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Key responsibilities (Cont).

People Management

- Recruit, train and manage commercial and bar staff, fostering a positive and high-performing team culture.
- Ensure staff are trained in customer service, licensing requirements, and health and safety compliance.
- Promote a culture aligned with the Students' Union's values.

Compliance, Risk & Health and Safety

- Ensure all commercial activities operate in compliance with licensing law, food safety standards, and relevant legislation.
- Lead on risk assessments and health and safety procedures within commercial areas.
- Maintain high standards of safeguarding, responsible retailing and operational safety.

Strategy & Governance

- Contribute to the delivery of the Students' Union's new strategic plan.
- Provide performance reports and analysis to senior leadership and trustees as required.
- Ensure commercial services reflect and support the Union's mission, values and charitable objectives.

Commercial Services Manager Person Specification

	Essential	Desirable
Experience and Background		
Experience of managing a hospitality, retail or commercial operation.	Essential	
Experience of budget management and delivering income targets.	Essential	
Leading, managing, motivating and developing people effectively.	Essential	
Understanding of income generation, stock control and supplier management.	Essential	
Knowledge of licencing and health and safety requirements within a commercial or licensed environment.	Essential	
Knowledge & Skills		
Strong commercial awareness and ability to identify new business opportunities.	Essential	
Excellent organisational skills, with the ability to manage multiple priorities and projects.	Essential	
Personal Licence Holder (or willingness to obtain)		Desirable
Relevant professional qualification in hospitality, management or business.		Desirable
Experience managing licensed premises.		Desirable
Experience working within a Students' Union, charity, or membership-led organisation.		Desirable
Welsh Speaker		Desirable

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

Commercial Services Manager Person Specification (Cont.)

	Essential	Desirable
Personal attributes		
Proactive, motivated and solutions-focused.		
Student-centred approach with a commitment to enhancing the student experience.		
Resilient and adaptable, particularly during periods of change.		
Committed to equality, diversity and inclusion.		
Able to embody and promote the Students' Union's values.		
Able and willing to devote the necessary time and effort to the role		
Ability to work effectively as a member of a team		
An excellent role model who promotes the highest standards of probity, integrity, and honesty		

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW

To apply:

- Send your complete CV, plus a supporting statement to Marc.Caldecott@Wrexham.ac.uk
- Your supporting statement should be no more than two sides of A4.
- Your supporting statement should show how you meet the requirements described in the person specification in this pack.

Applications Close: Wednesday 1st April

Interviews: Friday 17th April

Yours faithfully,



Freya Groom
President and chair
of the Board of Trustees



Marc Caldecott
Chief Executive Officer

<https://www.wrexhamsu.co.uk/>

Wrexham Students' Union, Mold Rd, Wrexham, LL11 2AW