



STRATHALLAN
SCHOOL

Opportunities for all to excel



Appointment of Commercial and Business Development Director

Introduction

We are seeking an exceptional candidate who will work closely with the Headmaster and Senior Leadership Team to drive Strathallan School's commercial growth and strategic development. This is an exciting time for the School, and the Commercial and Business Development Director will play a pivotal role in shaping new opportunities and expanding our reach.

This is a senior, strategic role requiring an experienced professional with a proven track record in business development, sales, and commercial leadership. We are looking for someone with a strong 'can-do' attitude, who is both commercially astute and meticulous in their approach, capable of building credibility and trust from day one. The successful candidate will combine strategic vision with hands-on execution, adding tangible value to Strathallan through innovative approaches to revenue growth, client diversification, and long-term commercial sustainability.

Strathallan School



Strathallan School is a leading co-educational boarding and day school with an outstanding reputation academically, in sports and the arts. There are 520 pupils of ages 5-18, divided between Strathallan Prep School and Strathallan Senior School. There are three senior Girls' Houses and the four senior Boys' Houses and a junior boarding house. Approximately 60% of the pupils are full boarders.

The School is situated in the beautiful Earn Valley on a self-contained wooded estate of 153 acres at the edge of the village of Forgandenny. Perth is the nearest town some ten minutes away by car and access to the motorways puts Edinburgh (45 mins), Glasgow (1 hr) and the Scottish Highlands within easy reach.

The school is well-resourced with a mixture of traditional and modern buildings. The Main Building, a Grade B listing, was once a large private mansion, bought by the School's founder, Harry Riley, in 1920 when he moved the School from its original 1913 location in Bridge of Allan.

Job Description

Job Title:	Commercial and Business Development Director
Department:	Commercial Operations
Reporting to:	Headmaster & CEO
Responsible for:	Commercial Operations Manager and associated commercial staff
In liaison with:	Bursar, Senior Deputy Head, Deputy Head Academic, Head of Sixth Form, Head of Strathallan Prep School, other Senior Management Team (SMT), Chaplain, Pupils, Parents, Staff, External Bodies including the Care Inspectorate and Scottish Social Services Councils, and Governors.

Core Purpose:

The Commercial and Business Development Director will be responsible for maximising and diversifying commercial income for Strathallan School, reporting directly to the Headmaster and CEO.

The postholder will provide strategic leadership and vision, ensuring existing commercial operations – including camps and lettings, which currently generate approximately £0.75m annually – continue to thrive under the management of the Commercial Operations Manager. Alongside this, the Director will focus on identifying, developing and delivering new income-generating initiatives, including the establishment and expansion of Strathallan Camps, worldwide.

This role is central to building a resilient and sustainable future for the School, ensuring commercial activity both enhances Strathallan's financial strength and reinforces its reputation as one of the leading independent schools in the UK.

Strategic Leadership:

- Develop and implement a long-term commercial strategy that aligns with the school's goals and growth ambitions to grow commercial income.
- Safeguard and build upon the existing £0.75m annual revenue generated through lettings and camps, ensuring stability and controlled growth.
- Identify and launch new revenue streams (domestic and international) that align with Strathallan's ethos and brand.
- Report on performance, risks, and opportunities to the Headmaster, Bursar, Director of ER, SLT, and Governors.
- Maximise revenue from appropriate external partnerships through targeted marketing and appropriate pricing.
- Ensure high utilisation and work in partnership with the Commercial Operations Manager and Domestic Operations Manager to ensure a premium guest experience in the School's operations.

- Conduct market analysis and competitor benchmarking to keep Strathallan's commercial offer relevant and competitive.

Oversight of Commercial Operations:

- Provide strategic direction and leadership to the Commercial Operations Manager, who will continue to manage the day-to-day operation of campus lettings, residential bookings, and holiday camps.
- Whilst maximising income, ensure that Commercial Lettings and sports bookings compliment the School's local and recruitment engagement.
- Ensure commercial operations are well-resourced, customer-focused, profitable, and fully compliant with safeguarding, health & safety, and regulatory requirements.
- Monitor financial and operational performance, setting clear KPIs and holding the Commercial Operations Manager accountable for delivery.
- Support the optimisation of existing commercial ventures through strategic investment, marketing, and innovation.
- Work with the Domestic Operations Manager to maximise revenue from running the School's Café and any other identified opportunities for commercial hospitality.
- Direct and Manage the School Shop to maximise revenue whilst providing an on-campus retail service to parents and pupils.

Strathallan Camps – UK and Worldwide

- Lead the expansion of Strathallan Camps into a flagship, globally recognised brand.
- Develop partnerships with international schools, agencies, and organisations to host Strathallan Camps abroad, in conjunction with admissions.
- Oversee the design, positioning, and marketing of Strathallan Camps, ensuring a high-quality, consistent experience across all locations, in partnership with the External Relations Department.
- Identify opportunities to diversify camp offerings (e.g., specialist academies, sport, arts, leadership programmes).
- Ensure camps are positioned as both a strong revenue stream and a valuable feeder into Strathallan's admissions pipeline.

Business Development and Partnerships

- Develop and secure sponsorships, partnerships, and collaborations that enhance income and raise Strathallan's profile.
- Build networks locally, nationally, and internationally to attract commercial interest and opportunities.
- Explore licensing, franchising, or intellectual property opportunities that capitalise on Strathallan's reputation.
- Work closely with Marketing & Admissions to ensure commercial activities both strengthen the School's brand and market positioning as well as maximising the recruitment opportunities of the camp footfall on campus.

Leadership and Management
• Provide strategic leadership across all commercial functions, ensuring outstanding service delivery and sustainable profitability. • Provide vision, coaching, and leadership to the Commercial staff. • Set performance targets and regularly review progress, ensuring accountability and continuous improvement. • Foster a culture of entrepreneurial innovation, professionalism, and service excellence within the commercial team. • Ensure commercial priorities are well integrated with the wider life of the School and do not compromise its educational mission. • Conduct appraisals of commercial staff.
Sales and Finance
• Design and execute sales strategies that fuel business growth and profitability. Lead the charge in exploring untapped market opportunities. • Set ambitious targets, closely monitor performance, and provide dynamic leadership to the Commercial team, empowering them to succeed. • Cultivate and deepen relationships with key clients and stakeholders through structured key account management, negotiating contracts and closing high-value agreements. • Refine and streamline sales processes to boost efficiency, conversion rates, and overall success. Maximize CRM tools for pipeline management and reporting. • Continue diversification of the client base, expanding the school's reach into new markets, and in turn reducing dependency on existing accounts. • Set and achieve ambitious revenue goals, ensuring appropriate pricing and margins thereby maximising profitability. • Prepare and manage budgets with precision, closely monitoring performance and taking proactive corrective measures as needed. • Negotiate secure advantageous contracts with suppliers, service providers, and partners, optimizing financial outcomes. • Establish and deliver ambitious revenue targets, aiming for a 5% growth in the first year and 7.5% in the second.
Marketing
• Work with the Marketing Manager to develop impactful marketing strategies aligned with business objectives, leveraging market research and data insights to uncover new opportunities. • Ensure consistent and compelling brand messaging across all channels, driving brand awareness and loyalty, with alignment with the overall School brand strategy. • In partnership with the Marketing team, plan and execute high-impact marketing campaigns, leveraging digital, print, and event channels to generate outstanding results. Track performance and make data-driven adjustments.

- Utilise customer feedback and market analysis to refine marketing strategies and drive meaningful engagement.
- Partner with the Marketing team alongside the Commercial Operations Manager and Operational management team to create dynamic go-to-market plans, working alongside external agencies and partners for successful campaign execution.
- Ensure all commercial opportunities are fully aligned with the School's brand values and ethos, carefully assessed against reputational risk considerations, and incorporate Environmental, Social, and Governance (ESG) sustainability principles where appropriate.

Stakeholder Engagement

- Act as an Ambassador for the school, building and nurturing strong relationships with key stakeholders, including parents, staff, community groups, and corporate partners.
- Actively promote the school and its commercial services and facilities, with passion.

General

- Act as a key figurehead at events, conferences, and networking avenues to enhance the school's reputation through brand representation.
- Effectively communicate the school's value propositions to clients, partners, and internal stakeholders.
- Implement training programmes to support the team's professional growth.
- Promote and safeguard the welfare of students in your care or that you come into contact with, in accordance with the relevant School Child Protection and Safeguarding policies.
- Comply with, promote and act in accordance with all School policies.
- Comply with data protection legislation and expectations for confidentiality, and to report any breaches to the IT & Data Manager at the earliest opportunity.
- Comply with Health & Safety legislation and guidance, and to report any issues or breaches to the Bursar (COO) immediately.
- Maintain consistent working relationships with colleagues, supporting them in line with your role and responsibilities.
- Keep colleagues informed about aspects of your work and schedule which may affect the support you can give them.
- Develop your effectiveness by updating your knowledge and skills, seeking, and taking account of constructive feedback on your performance, making effective use of the development opportunities made available to you.
- Perform any other duties as may be reasonably requested by the HM.

Person Specification

Commercial and Business Development Director	Essential /Desirable
Education, Training and Qualifications	
Undergraduate degree in Business Management or similar field, or demonstratable equivalent experience.	E
Evidence of further training and/or professional qualifications relevant to this post	D
Experience	
Demonstratable success in a senior commercial role, ideally within education, leisure or hospitality sectors.	E
Revenue growth experience. Strong record in managing diverse income streams and delivering profitable financial growth.	E
Experience in international business development and partnership creation.	D
Experience with camps, short courses, or international education markets.	D
Knowledge and skills	
Strong, inspiring leadership and team management skills, with the ability to motivate others towards shared goals.	E
Strategic thinker with the ability to align commercial initiatives with broader business objectives.	E
Data-driven decision maker, adept at using analytics and KPI's to steer both marketing and sales efforts.	E
Exceptional financial acumen, with a strong record in budgeting, forecasting and cost management.	E
Entrepreneurial mindset with a passion for innovation and growth.	E
Exceptional organisational, time management and administrative skills with the ability to meet tight deadlines and work calmly under pressure.	E
Strong organisational and project management skills with the ability to manage multiple priorities.	E
Customer-centric: committed to providing outstanding service and creating lasting value.	E
Personal characteristics	
Approachable and professional	E
Ability to act with humility	E
A natural collaborator and team player	E
Flexible and adaptable	E
Inspiring and motivational leader	E
Positive “can do” attitude.	E
Ability to work on your own with minimal supervision.	E
Discretion and the ability to deal with confidentiality appropriately.	E
Knowledge of safeguarding and child protection	D
An affiliation with the ethos and values of independent education	D

Terms and Conditions

Remuneration

- The salary bracket for this post is currently £45k-55k, dependent on suitability and experience.

Hours of work

- Monday to Friday 08:00 to 17:00 with a one hour unpaid lunch break. On occasion, some evening and weekend work may be required.

Holidays

- 30 days per year which includes any public holidays taken, with an additional 5 discretionary days awarded for the Christmas/New Year break.

Pension Scheme

- A contributory pension scheme.

Occupational Sick Pay

- Occupational sick pay following the first year of service.

Benefits

- On-site parking.
- Death-in service cover.
- Free lunch during term-time.

Other Information

- Any offer of employment will be subject to Safer Recruitment checks; suitable clearance through Disclosure Scotland's PVG scheme, the receipt of two satisfactory professional references and proof of the Right to Work in the UK.

Application Process

- Further details of the school are available on the School's Website www.strathallan.co.uk
- If you would like to apply, please submit your application online by 27th October 2025. The interviews will be arranged shortly after the closing date.
- For any queries regarding the role or the application process, please contact us at: recruitment@strathallan.co.uk.