

The Nene Valley Railway is seeking a Commercial & Marketing Manager to be accountable for attracting business to the railway and generating profitable revenue. This should be achieved through the creation of a compelling customer proposition and the delivery of outstanding activities, events and attractions. This should be communicated through an effective marketing plan that makes best use of all channels and optimises the opportunities offered through technology including social media and email marketing.

Candidates will be expected to show evidence of successful commercial management.

The NVR is one of the United Kingdom's leading charity heritage railways and museums. The Nene Valley Railway runs through the picturesque surroundings of the Nene Valley area from Yarwell to Peterborough (approx. 7½ miles) with the main station at Wansford near the A1. A mixture of steam and diesel heritage trains serve our 5 stations.

We have hosted famous locomotives, including Sir Nigel Gresley and Flying Scotsman and our Hudswell Clarke loco 1800 was named "Thomas" by the Rev Awdry himself.

The NVR

NVR is a charity with permanent paid staff, managing Locomotive and Carriage & Wagon workshops; Infrastructure; Commercial and Financial activities; and a volunteer workforce of about 300, including the managers of Operations, Locomotive Operations and the safety team.

As well as weekend and some weekday running, we have a number of events throughout the year, with the peak being the Santa Specials, which attract a huge number of visitors each year and are essential to the income stream for the railway. We are looking to add to these to drive revenues higher and pursuing other fund raising activities.

The effect of COVID and the current economic climate have created a challenging environment for the tourism sector generally and NVR is still fighting back from that. But we believe we have an excellent platform to drive multiple income streams whilst educating visitors on how the railway shaped the United Kingdom today.

Salary

£28,000 - £30,000 depending on experience.

Other Important Information

The role may require the post-holder to be in a position of responsibility with respect to young persons or to vulnerable adults and may, subject to requirements, require an enhanced Criminal Records check.

The successful candidate will be required to complete a Medical Questionnaire Form and may also, at the Board's discretion, be expected to undertake and to pass an appropriate medical examination carried out by the Company's appointed Medical Practitioner

How to apply

Apply for this role by emailing a covering letter of no more than one A4 side explaining why you are suitable for the role, together with a copy of your CV to:

If you would like to understand more about this role before applying, please email your name and phone number to [...](#) to arrange a call.