

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Commercial Growth Lead – Ancillary Revenue

Your Purpose:

As our Commercial Growth Lead for Ancillary Revenue, you will lead our strategy for all the income that does not come from selling tickets. It is already a multi-million-pound portfolio. Your job is to grow it further.

You will report into the Head of Revenue in the Commercial directorate. You will grow car parking, property and outdoor advertising, and find new ways to earn revenue. You will work closely with Customer Experience, Network Rail and other partners to deliver our Delivery Plan. You will also help shape the future of ancillary revenue as we prepare for GBR.

Your talents

- ✓ **You make the numbers work:** Strong analytical and problem-solving skills, turning data insight into action
- ✓ **You deliver growth:** Proven success developing and delivering commercial strategies and hitting revenue targets
- ✓ **You find new revenue:** A track record of identifying and launching new revenue streams
- ✓ **You negotiate with confidence:** Expertise in business development, commercial negotiation and contract management with third parties
- ✓ **You influence at every level:** You engage senior stakeholders and collaborate across functions to deliver results
- ✓ **You communicate clearly:** Excellent communication and stakeholder engagement skills
- ✓ **You know the railway:** Knowledge of the UK rail sector, commercial operations and Southeastern's network (Desirable)
- ✓ **You have the credentials:** A qualification in business, accounting or marketing (Desirable)



Your Responsibilities & Accountabilities

- ✓ Develop and deliver the Ancillary Revenue Strategy, aligned with Southeastern's annual Delivery Plan as approved by DfTO
- ✓ Lead car parking as a standalone business: set direction, improve customer experience, and grow revenue per bay and occupancy
- ✓ Use parking data to inform pricing, and deliver frictionless solutions and new products
- ✓ Work with Facilities Management to oversee and optimise car park provision, using data to track performance and maximise revenue
- ✓ Identify and secure new commercial opportunities, and prepare business cases for investment
- ✓ Manage pricing, distribution and policy for ancillary products, including station exhibitions, product placement, filming and newspapers
- ✓ Carry out market analysis, track KPIs and maintain forecasting models to provide actionable insight
- ✓ Develop outdoor advertising with Facilities Management and Network Rail: negotiate contracts, improve revenue per asset and occupancy, and monitor performance
- ✓ Grow property revenue by maximising occupancy and rental yields, managing existing tenancies and improving terms for new tenants
- ✓ Manage suppliers, tenants and commercial partners to improve the performance of station and estate assets
- ✓ Work with internal teams to set the future vision for ancillary channels as Southeastern prepares for GBR
- ✓ Lead cross-functional collaboration with stations, facilities, community rail, Sustainability and Marketing teams
- ✓ Support new initiatives such as EV charging, car hire suppliers and parking aggregators
- ✓ Lead and develop the Ancillary Revenue Manager and the wider ancillary revenue team

What we trust you to do – (Authority to Act)

- ✓ Influence overall income from ancillary revenue streams across a £30m+ portfolio
- ✓ Shape pricing, commercial terms and contract negotiations with third parties
- ✓ Recommend business cases for investment in new initiatives
- ✓ Prioritise resources across competing stakeholder demands
- ✓ Set priorities and direction for the ancillary revenue team

Our ways of working

- ✓ **We think what if**
Listen, Learn, Improve
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
Keep it simple

