Job Title:	**Commercial Systems Manager**
Grade:	**3**
Location:	**Longleat**
Department:	**Commercial**
Reports to:	**Head of Commercial**

Job Summary

Reporting to the Head of Commercial, the Commercial Systems Manager will ensure that Longleat and Cheddar Gorge & Caves operate stable, well-governed and commercially optimised booking and payment journeys. The role combines strategic thinking, day-to-day operational support and the delivery of major transformation initiatives across ticketing, payments, integrations, mobile applications, analytics, user experience and conversion.

The Commercial Systems Manager will lead the day-to-day management and configuration of products within the ticketing system. Working closely with the Head of Commercial, they will support pricing, capacity planning, product architecture, trading priorities, payment integrations and continuous system improvement.

The role owns the end-to-end transaction ecosystem, including ticketing, product configuration, pricing, capacity, checkout, payments, integrations and supplier relationships.

This role will oversee the ongoing management and development of the Longleat app, establishing a clear roadmap and driving improvements that position it as an industry-leading guest platform.

They will also take ownership of the customer booking journey, identifying and delivering improvements that enhance the guest experience and maximise conversion from website visit through to completed order.

Key Responsibilities

Digital Systems

- Configure and maintain all products within the ticketing system, including pricing calendars and capacity rules.
- Act as the primary point of contact for ticketing and app suppliers, coordinating internal stakeholder requirements and development priorities.
- Develop and manage a prioritised product roadmap for the ticketing system, translated into clearly defined delivery sprints; identify opportunities and influence suppliers to deliver valuable platform enhancements.
- Play a central role in digital transformation programmes, including system selection, migration and implementation.
- Optimise checkout user experience and payment flows to reduce friction and improve conversion.
- Maintain robust ticketing-system governance, including access controls and user permissions.
- Work with the Head of Commercial to define meaningful e-commerce KPIs, report on performance and provide insight-led recommendations for improvement.
- Implement and manage payment integrations, including providers such as Stripe and Klarna.
- Provide trading support and lead conversion-rate optimisation activity.

- Monitor competitor platforms and market developments, using insights to recommend system and journey enhancements.
- Ensure integrations between systems, including EPOS, CRM and the app, are implemented and maintained effectively.
- Manage the Longleat app on a day-to-day basis, ensuring content, functionality and performance meet business and guest needs.
- Develop and maintain standard operating procedures for ticketing and app systems.
- Manage business-as-usual changes and seasonal updates in a controlled and timely manner.

Project Management & Commercial Acumen

- Serve as the principal point of contact for e-commerce and ticketing-system issues, incidents and defects, coordinating resolution with relevant teams and suppliers.
- Proactively identify opportunities to generate incremental commercial value and improve operational efficiency through systems and processes.
- Monitor delivery and performance across the website, app and ticketing platform, recommending adjustments aligned with strategic objectives and the guest experience.
- Establish and manage a structured process for business-as-usual requests, ensuring commercial priorities are delivered effectively throughout the year.

Problem Solving

- Draw on multiple sources of information to analyse data flows, systems and customer behaviour, diagnose issues and develop clear, evidence-based recommendations.
- Apply qualitative and quantitative research methods to understand customer and business needs, collaborating across functions where appropriate.
- Bring together digital product management, customer insight and strategic analytics to deliver improvements that strengthen both the guest experience and commercial performance.

People and Stakeholder Management

- Use sound judgement, diplomacy and strong interpersonal skills to manage interdependencies across teams, platforms, systems and products.
- Build effective working relationships with the internal and external specialists involved in delivering the organisation's e-commerce platforms.
- Develop trusted relationships with key stakeholders to secure alignment and approval for roadmap priorities that deliver strong guest and business outcomes.

General

- Deliver a consistently guest-focused service, ensuring all work meets the organisation's brand and quality standards.
- Represent the Company professionally at all times through appropriate conduct, presentation and alignment with its cultural values.

- Take ownership of personal development by actively seeking opportunities to build knowledge and skills.
- Ensure team members and external contractors comply with health and safety policies, procedures and regulations, taking appropriate care for the safety of colleagues and visitors.
- Undertake any other reasonable duties requested by the Line Manager.
- *This list is not exhaustive. The post holder may be required to undertake other duties that are reasonably within the scope and level of the role.*

The Ideal Candidate - Knowledge, Experience and Qualifications

Essential	Desirable
• A relevant degree or equivalent professional experience, supported by three to five years' experience working with ticketing systems and managing product configuration. • Demonstrable experience of scoping projects and producing clear specifications, requirements and supporting documentation. • Experience using data to evaluate website funnel performance and identify opportunities to improve conversion. • Proficiency in web analytics and reporting tools, with evidence of using insight to inform content, design and information architecture. • A strong practical understanding of ticketing platforms and their role within an integrated digital ecosystem.	• Experience contributing to significant digital transformation programmes. • Experience in hospitality, leisure, visitor attractions or another customer-focused environment. • Experience launching software or digital services in partnership with development teams. • Experience managing or developing mobile applications. • A sound understanding of agile delivery principles, web technologies, user experience and design. • Working knowledge of SQL and experience using data-visualisation tools such as Power BI to communicate insights effectively.

The Ideal Candidate – Key Competencies

Essential	Desirable
• Strong critical-thinking and analytical skills, with the ability to translate concepts, data and insight into clear recommendations, compelling presentations and commercial action. • Excellent organisational and prioritisation skills, with the ability to manage multiple workstreams and operate effectively in a hands-on role. • Adaptable and solutions-focused, with the flexibility to respond to changing priorities and work additional hours when reasonably required to meet critical deadlines.	