



WOBURN

Abbey

WOBURN

Safari Park

WOBURN

Golf Club

WOBURN

The Inn at Woburn

Woburn Enterprises Ltd, part of the Bedford Estates comprises four high profile, visitor facing businesses namely Woburn Abbey, Woburn Safari Park, the Inn at Woburn and Woburn Golf Club. These are family controlled leisure businesses with a combined turnover of over £18m. The role of Woburn Enterprises Limited is to ensure that all guests, visitors and members enjoy the unique Woburn Experience and to generate the profit needed to secure the long term future of the Estate. Reporting to the Chief Executive, two high profile posts have been created to direct the ongoing development of the businesses into a brand that is recognised as a world class destination experience.

## Commercial Director

Competitive Salary + bonus + benefits

### The role

- Embraces responsibility for developing profitability and sustainable growth across all areas of WEL.
- Direct effective commercial strategies to increase revenue generation through visitor numbers, event sales, membership, sponsorship, corporate sales and major events.
- To implement robust marketing strategies to maximise awareness of the brand.
- Develop and foster outstanding relationships with external commercial partners.

### The candidate

- Proven track record of achievement in a senior commercial role preferably within the leisure, retail or hospitality sector.
- High level of strategic acumen and the ability to balance excellence with delivering profit.
- Commercial and creative thinker, able to translate business objectives in to clearly detailed and financially effective plans.
- Exceptional communicator and people manager who can inspire exceptional commercial performance.

## Operations Director

Competitive Salary + bonus + benefits

### The role

- Embraces responsibility for day to day operations of the opening businesses of Woburn Abbey and Woburn Safari Park, together with a diverse programme of outdoor events.
- Deliver an exceptional service and exceed customer expectations to ensure a world class destination visitor experience.
- Provide exceptional leadership to a highly specialist team of senior managers.

### The candidate

- Proven track record of achievement in a high profile, multi faceted, senior operational role within the visitor attraction, heritage, leisure, sport or related sector.
- High level of operational expertise with the ability to deliver service excellence and a 'best in class' customer experience whilst maintaining required levels of profitability.
- In depth understanding of facilities management. Previous experience of new build programmes would be an advantage.

[www.discoverwoburn.co.uk](http://www.discoverwoburn.co.uk)

For an informal discussion please contact Kit Taylor or Suzie Boyd on 020 7108 1000.  
Please apply in confidence with full career and salary details to [woburn@portfoliointl.com](mailto:woburn@portfoliointl.com)

**PORTFOLIO**