

Commercial Operations Manager

Location: Crocodiles of the World

Salary: £40,000 – £45,000 per year (DOE)

Holiday: 30 days annual leave (including bank holidays)

Reporting to: Zoo Director

About the Role

We are seeking an experienced and dynamic Commercial Operations Manager to lead and develop the zoo's commercial activities while delivering an exceptional visitor experience.

This is a hands-on, operational role requiring a strong on-site presence. You will oversee and actively manage all income-generating areas including retail, catering, admissions, memberships, events, and visitor experiences, with direct responsibility for front-of-house and café teams.

As a key member of the senior management team, you will play an important role in shaping the organisation's commercial direction, driving income growth, and enhancing the overall visitor experience.

The role includes acting as Duty Manager on a rota with the senior management team, providing visible operational leadership across the site during weekends, bank holidays, and peak periods. Working closely with the Zoo Director and senior leadership team, you will contribute to strategic decision-making across the organisation while ensuring the highest standards of customer service, operational efficiency, and team performance.

Key Responsibilities

- Develop and implement a commercial strategy that supports the organisation's growth and long-term sustainability.
- Identify and deliver new income opportunities across retail, catering, admissions, events, and visitor experiences.
- Directly manage visitor-facing teams including admissions, retail, and café staff, ensuring high standards of service delivery.
- Oversee staffing levels, rotas, and day-to-day supervision of front-of-house operations.
- Act as a visible operational leader on site, supporting teams during busy periods and ensuring a smooth visitor experience.

- Oversee the daily operation and performance of catering outlets, including service standards, food offer, hygiene, and customer satisfaction.
 - Ensure retail and catering outlets are well presented, well stocked, and operating effectively.
 - Monitor commercial performance through financial reporting, budgeting, and KPI analysis.
 - Manage supplier relationships, contracts, and procurement for commercial services.
 - Contribute to wider organisational planning as a member of the senior management team.
 - Act as Duty Manager on a senior management rota, overseeing visitor operations, front-of-house teams, and site safety during weekends, bank holidays, and peak periods.
 - Work collaboratively with teams across the organisation to enhance the overall visitor journey.
 - Maintain compliance with relevant financial controls, health and safety regulations, and organisational policies.
 - Work flexibly across the week, including weekends, bank holidays, and peak trading periods, in line with the needs of the business.
-

Essential Skills and Experience

- Experience managing commercial operations within a visitor attraction, hospitality, retail, tourism, or leisure environment.
- Experience managing front-of-house or hospitality teams in a customer-facing environment (e.g. café, restaurant, or visitor attraction).
- Strong financial and commercial awareness with experience in budgeting and performance monitoring.
- Proven ability to identify opportunities to grow revenue and improve commercial performance.
- Excellent leadership and team management skills.
- Strong organisational and operational planning abilities.
- Excellent communication and interpersonal skills.

- A strong commitment to delivering high standards of customer service.
-

Desirable Experience

- Experience working within a zoo, wildlife park, museum, or other visitor attraction.
 - Knowledge of retail merchandising, catering operations, or hospitality management.
 - Experience managing events, memberships, or visitor experiences.
 - Familiarity with admissions systems, EPOS systems, or visitor analytics tools.
-

Why Join Us?

This is a unique opportunity to play a key role in supporting the long-term sustainability of the zoo while contributing to its mission of conservation, education, and inspiring visitors to care about wildlife.

You will work in a rewarding and varied environment where your commercial and operational expertise directly supports animal care, conservation projects, and unforgettable visitor experiences.

Salary and Benefits

- Salary of £40,000 – £45,000 per year (DOE)
 - 30 days annual leave including bank holidays
 - Opportunities for professional development
 - Staff discounts and benefits (where applicable)
 - The opportunity to work in a unique and inspiring environment
-

How to Apply

Please submit your CV and a short covering letter outlining your suitability for the role to: jobs@crocodilesoftheworld.co.uk

Closing date: Friday 10th April 2026

We encourage applications from candidates of all backgrounds and are committed to creating an inclusive workplace.