

Swanage Railway Company

Position: Trustee Director (Commercial Oversight) - Role Description

Role Overview

The Trustee for Commercial Oversight will play a key strategic role in guiding and supporting Swanage Railway's income-generating activities, ensuring they align with the Trust's charitable objectives and contribute to long-term sustainability. While not responsible for day-to-day operations, this Trustee will provide governance, insight, and accountability for commercial strategies, including retail, catering, events, memberships, and digital commerce.

Key Responsibilities

- Provide strategic oversight of the Railway's commercial operations and performance.
- Review and advise on annual commercial plans, budgets, and performance reports.
- Support the development of sustainable income streams in line with the Trust's charitable mission.
- Offer challenge, guidance, and support to the senior leadership team on commercial initiatives.
- Monitor risks and opportunities relating to trading activity, partnerships, and market trends.
- Champion visitor experience, ensuring commercial activity complements heritage values and community engagement.
- Act as a link between the Trust Board and commercial areas of the organisation.
- Promote integration between commercial operations and membership, fundraising, and volunteering strategies.
- Advocate for ethical, transparent, and visitor-focused business practices.

Person Specification

- Experience in commercial strategy, business development, or income generation.
- Familiarity with the visitor economy, tourism, heritage, or charitable retail sectors.
- Strong strategic thinking and financial literacy.
- Understanding of governance, risk, and fiduciary responsibilities as a charity trustee.
- Excellent communication and collaboration skills.

- • Commitment to the mission, values, and volunteer ethos of Swanage Railway.

Working Conditions

- • This is a voluntary, non-executive Trustee Director role.
- • The Trustee Director will attend regular board meetings (evenings/weekends as needed) and relevant sub-committees.
- • Occasional visits to the Railway and key events are encouraged to remain connected with operations.
- • Trustees are expected to read papers in advance, contribute constructively, and uphold the highest standards of governance.

This role offers a unique opportunity to shape the commercial future of Swanage Railway while contributing to its heritage preservation and community impact. We welcome individuals with the passion, skills, and commitment to help guide the Railway's journey.