



Commercial Director

Position: Commercial Director

Type: Voluntary (Expenses paid)

Reports to: Board of Directors

Time Commitment: There is no set time requirement for the role however, the following should be used as a guide:

6 x Board Meetings per year - 2.5 hours per meeting & 1 hour preparation

Regular phone calls with Operations Director and/or Programme Director when needed.

About Movement Evolution Scotland CIC

Movement Evolution Scotland CIC (Community Interest Company) was established in 2019 to promote physical activity and well-being through innovative programs and collaborations within communities in North East Scotland. Since its inception, the organisation has focused on addressing barriers to participation in sports and fitness by fostering inclusive environments and offering diverse activities. Movement Evolution Scotland has aimed to enhance community engagement and health outcomes. Over the years, it has built relationships with local councils, schools, colleges, universities and wellbeing organisations, contributing to a growing culture of active living and accessibility in Scotland. Built on a clear vision and a lot of hard work The Movement Bothy was created as a hub for this activity. As of April 2025 The Movement Bothy has close to 300 members participating in a range of regular activities and is currently embarking on its largest project to date The Movement Bothy 2.0 & Activity Park. Our mission is to create inspiring environments where individuals can connect, learn, and thrive through various forms of movement, whether it be parkour, skateboarding, BMX, fitness, yoga, or other physical activities. We aim to empower local communities while promoting health, well-being, and environmental sustainability.

The Role

The Commercial Director will play a pivotal role in driving the strategic growth and financial sustainability of Movement Evolution Scotland CIC. In particular, the next stage of the organisation's development, the creation of The Movement Bothy 2.0 & Activity Park. This position requires an entrepreneurial mindset and an understanding of operating in the third sector. The Commercial Director will support the development and promotion of innovative programs, partnerships, and revenue streams while ensuring alignment with our mission and values.



Commercial Director

Key Responsibilities

General

- Act as a Director for the organisation in all elements of governance and administration.
- Work with the rest of the board to set strategy and structure for the organisation.
- Review and evaluate present and future opportunities, threats and risks in the external environment; and current and future strengths, weaknesses and risks..
- Exercise accountability and be responsible to relevant stakeholders.
- Provide general counsel, and a different perspective, on matters of concern.
- Provide a creative contribution to the board by providing objective criticism.
- Help connect the organisation and board with networks of potentially useful people and organisations.

Strategic Leadership

- Lead the development and implementation of the commercial strategy in alignment with the organisation's mission and objectives.
- Identify new business opportunities, partnerships, and funding sources to enhance program offerings and sustainability.

Marketing and Outreach

- Lead the development of a marketing strategy to promote programs, events and increase community engagement.
- Build and maintain relationships with local businesses, organizations, and stakeholders to enhance visibility and support.

Impact Measurement

- Establish metrics for evaluating the viability and sustainability of programs and initiatives delivered by the organisation.
- Report on progress to the Board, ensuring transparency and accountability.

Team Mentorship

- Promote professional development and continuous improvement within the team, mentoring the staff and volunteers, fostering a collaborative and inclusive environment.



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Experience

- Proven experience in a senior commercial role, ideally within a community-focused or non-profit organization.
- Strong understanding of community engagement, social enterprise, and sustainable practices.
- Demonstrated ability to develop and implement successful business strategies and partnerships.
- Financial acumen and experience with budget management and fundraising.

Personal Attributes

- Visionary thinker with a commitment to social impact and community empowerment.
- Innovative and adaptable, with a strong problem-solving mindset.
- Collaborative leader who fosters teamwork and inclusivity.
- Highly motivated and results-oriented, with the ability to work independently and as part of a team.
- Exceptional leadership, communication, and interpersonal skills.
- Well organised.
- Prepared to make a regular time commitment.
- Passion for movement, health, and community well-being.

Application Process

Interested candidates should submit their CV and a cover letter outlining their relevant experience and vision for the role to hello@movementevolution.org. Applications will be accepted until Friday 4th July at 5pm.

Movement Evolution Scotland CIC is an equal opportunity organisation and welcomes applicants from all backgrounds. We are committed to creating an inclusive environment for all employees, volunteers and community members.

This role description outlines the key responsibilities and qualifications for the Commercial Director position, emphasising the importance of community engagement and sustainable practices in line with the mission of Movement Evolution Scotland CIC.