



SWIM WALES
NOFIO CYMRU

Swim Wales Head of Commercial

Job Specification
March 2026

AQUATICS FOR
EVERYONE
FOR LIFE

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About us

- We are seeking a dynamic and experienced Head of Commercial to lead Swim Wales' commercial strategy, **drive sales across several established products and services**, and build commercial partnerships to help us super charge the organisation's mission.
- This is a fantastic time to be involved in our sport as we bring our board, staff and partners together to deliver our YMLAEN Strategy, and ensure we achieve our long-term vision of "*Aquatics For Everyone For Life*".
- In this role, you will **spearhead our commercial efforts across all revenue streams** - sponsorship, training & development (education & courses), software products, and aquatic awards (badges & certificates), ensuring this builds on the strong foundations that our team have put in place over the last 10 years.
- Additionally, our Head of Commercial will ensure that our brand remains at the forefront of Welsh sport by delivering **engaging and impactful commercial programmes and partnerships**.



Duties & Responsibilities

PRIMARY

- Proactively lead the management of all Swim Wales commercial activity, including but not limited to our established (non funding) revenue streams and alternative revenue streams available to us.
- Ensure that our customers, partners and stakeholders receive quality, compelling, relevant products and services improving engagement and opening opportunities.

PARTNERSHIP

- Manage relationships with key commercial partners – local authorities, leisure providers, national governing bodies of sport and private enterprise.
- Engage with our media and communication teams and agencies where necessary to create campaigns and drive sales potential.
- Initiate and undertake market research, analyse campaign outcomes, and evaluate data to monitor the effectiveness and impact.
- Build strong links with colleagues and key strategic partners; particularly (but not exclusively) Sport Wales, Aquatics GB, UK Sport, Local Authorities, Leisure Trusts, Operators and Sponsors.



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Duties & Responsibilities

COLLABORATION

- Work closely with colleagues across our business streams to plan, promote, coordinate and deliver commercial opportunities in their area.
- Support the Swim Wales board and our Commercial Committee by identifying risks, issues and opportunities and recommend actions to maximise potential.
- Work with organisations and partners to plan, promote, coordinate and deliver key events and campaigns.
- Support the wider work of Swim Wales departments and business streams as required with commercial thinking and enterprise.

OTHER

- Deliver Branding, Communication and Digital Marketing plans in partnership with other key business streams within Swim Wales.
- Design and produce corporate publications with consistent branding to communicate key messages to target audiences.
- Work with the CEO, Commercial Committee and other colleagues to deliver world class customer service by establishing and maintaining relationships with new and existing sponsors and partners.
- Manage Swim Wales' internal communications on commercial matters, ensuring all staff and Board Directors are kept informed.
- Continually seek new ideas to evolve and improve communication channels.



Person Specification

1. EXPERIENCE

- A bachelor's degree and/or MBA in Business Management, Finance, or Marketing is ideal but not essential.
- 7-10 years experience in a range of areas, such as; Sales, marketing, or business development, relating to products AND services.
- Proven track record of driving revenue growth and market share expansion.
- Experience in strategic planning, P&L management, high-value negotiation, and leading teams to meet commercial targets.
- Ability to engage with diverse internal and external stakeholders.

2. SKILLS

- Leadership (Matrix teams).
- Excellent time-management and organisation skills.
- Excellent interpersonal and communication skills.
- Creative with a strong attention to detail.
- Ability to work on own initiative as well as a team.
- Ability to foster good relationships internally and externally.
- Ability to apply creative solutions.
- Ability to adapt presentation styles to suit different traditional & digital channels.
- Approachable, flexible, creative and innovative.
- Evidence of personal drive to ensure continued professional development.

3. KNOWLEDGE

- Knowledge of web-based systems, Google Analytics, and website management is desirable.
- Excellent use of MS office and related IT packages.
- A good understanding of the organisation's overall aims.
- Data and analytics to report.
- An understanding of design and graphic literacy.
- An understanding of the Welsh political landscape to identify areas of opportunity.
- Exceptional sales and negotiation skills to secure lucrative deals.
- Excellent written and verbal communication skills for effective stakeholder engagement.

4. QUALITIES

- Integrity, honesty, loyalty & respect.
- Flexible with working hours to adapt to different business requirements.
- Strong work ethic, willingness to go above and beyond.
- Committed to excellence.
- Decisive, positive and solution focused.
- Results focused and resilient.
- Innovative and creative.
- Discretion/respects confidentiality.
- Passionate, inspirational and motivational.
- Welsh language speaker is desirable but not essential.



Role Specification

1. DAY-TO-DAY

- You will report directly to our Chief Executive Officer.
- Close working with the senior team & key line managers.
- 37 hours per week.
- Flexible working will be considered.
- Swim Wales' head office is at the Wales National Pool in Swansea - Our customers are all over the UK and international so the expectation is that face to face meetings will be required on a regular basis.

2. ABOVE AND BEYOND

- We are a Living Wage employer.
- 25 days of annual leave plus bank holidays (increased with service).
- Training and development budget available for development.
- Pension and maternity/paternity schemes.
- Free gym membership at the Swansea Bay Sports Park.
- Free parking at Wales National Pool & Sport Wales National Centre.
- Direct liaison with UK Sport/British Olympic Assoc./Aquatics GB/Sport Wales and Team Wales Communications Teams.
- Regular team socials and away days.



INCLUDE
CYNNWYS



SWIM WALES
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YMLAEN
OUR STRATEGY FOR
AQUATICS IN WALES



How to apply...

Please submit your interest for the role by submitting your CV, Cover Letter, and Diversity Monitoring Form. The cover letter should include your salary expectations and current notice period.

- A shortlist of candidates will be invited to an initial interview remotely/online.
- Following a further shortlist, second interviews will take place face-to-face in either Cardiff or Swansea, where candidates will be asked to present a 15-minute presentation on a particular task, set ahead of time, followed by interview questions.
- Please also ensure you return a completed Diversity Monitoring Form which can be found on our website.

Please return Full CV, Cover Letter, and Diversity Monitoring form to recruitment@swimwales.org

SALARY – Competitive (Dependent on experience)
CLOSING DATE - Midnight on Friday 27th March 2026



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Applications

- To apply please send a Covering Letter including your salary expectations and current notice period, your up-to-date CV, and a completed Diversity Monitoring Form to recruitment@swimwales.org by midnight on 27th March 2026.
- Shortlisting will commence W/C 30th March with first stage interviews scheduled to take place on W/C 20th April.

Please indicate on your application if you would have any difficulty with attending an interview on the above dates.

- Unfortunately, we are unable to reply to all applications so if you do not hear from us by Thursday 30th April, please assume that you have not been successful at this time.



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Thanks for your interest...

Swim Wales
Wales National Pool
Swansea Bay Sports Park
SA2 8QG
www.swimwales.org

Facebook - @SwimWales
Twitter - @SwimWales
Instagram - @swim_wales

Swim Wales is committed to equality of opportunity for all staff, and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

Swim Wales kindly thanks Sport Wales, Welsh Government, UK Lottery and Aquatics GB for their continued support for Aquatic sport in Wales.



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