



EVENT SALES MANAGER

Job description

Department: Commercial, Content & Partnerships

Responsible to: Head of Events

Contract type: Full time, permanent

Salary: £38,000 per year

Level 4

SMT

Level 3

Managers

Level 2

Managers

Level 1

Team members

ABOUT WOOLWICH WORKS

London's Best New Spot for Culture 2021 – Time Out

Woolwich Works is London's newest landmark cultural hub, housed in five historic buildings on the Royal Arsenal. Following a multi-million pound refurbishment by the Royal Borough of Greenwich, our spaces opened in September 2021 and include a stunning 1500m2 former factory performance and events venue, rehearsal and performance studios, event spaces, outdoor courtyard, and a café and bars. We're home to a number of world class resident artistic companies, including Chineke! Orchestra, the National Youth Jazz Orchestra, Luca Silvestrini's Protein and internationally renowned theatre company, Punchdrunk.

This job is being advertised by Woolwich Creative District Trust (the 'Trust'), an independent not-for-profit organisation founded to run Woolwich Works. We're working to build an exceptional, professional, inclusive creative community that delivers our mission to offer hope and opportunity by enabling people to realise their creative potential.

ABOUT THIS JOB

The Event Sales Manager will support the Head of Events in building Woolwich Works' commercial event hire business.

The Trust doesn't receive ongoing revenue funding or subsidy, and all our income is used to run the organisation for the benefit of our community. The Event Sales Manager is responsible for acquiring substantial commercial events business to sit alongside our cultural and community activities, ensuring that the Trust makes enough money to run and look after its buildings and deliver creative opportunities for its community both in them and beyond.

As a manager you'll be expected to spend some time each month both delivering learning and development opportunities to others, and benefitting from learning and development opportunities yourself as part of our *Step-up* programme.

Is this job for you?

We're looking for a commercial event sales professional. You'll have a proven track record of selling both large-scale and mid-scale venue spaces. You'll be passionate about the events industry, motivated about securing commercial business, and dogged in the pursuit of ambitious targets. Experience in an arts or entertainment environment would be an advantage, but not essential. You'll need to be comfortable managing conflicting demands and priorities, and with contributing to setting something up from scratch. Mostly, you'll be excited by the potential of our venues, confident and innovative in your ability to sell them, and passionate about the vital contribution your commercial success will make to the Trust's overarching ambitions and objectives.

RESPONSIBILITIES

We try to make our job descriptions as straightforward and accessible as possible. They're not intended to set out every duty in detail, but to explain the key responsibilities so that you understand the nature of the job. How you go about doing it will be discussed and agreed between you and your manager on an ongoing basis.

All our team members are additionally expected to work to our Competency Framework. This is a Level 2 (Manager) position.

Key responsibilities specific to this job

1. To be responsible for proactive event sales for events of a variety of different types and scales for venues of different capacities, achieving substantial annual sales targets as determined by the Executive Director and Head of Events.
2. To be responsible for managing inbound hire enquiries, responding directly to commercial event hire enquiries in a professional and timely manner and assisting customers in referring any other prospective leads to an appropriate colleague.
3. To be responsible for managing agency relationships to support the event sales function and achieve best value and return on investment for the Trust.
4. To work with the Marketing and Communications Manager on business to business marketing, and to attend trade shows and other industry forums in a sales capacity.
5. To identify and maximise opportunities for the upselling and cross-selling of additional goods and services and the contra charging of costs, ensuring that revenue to the Trust is maximised and consistently tracked and billed.
6. To work in conjunction with the approved caterers to promote, acquire and successfully deliver high quality events and to support the Head of Events in the management of approved suppliers / contractors.
7. To accurately update the weighted sales pipeline weekly, feeding into forecast and budget reporting.



8. To work in accordance with the Trust's policies, procedures and terms and conditions and to draft accurate contracts, ensuring that all events are appropriately contracted, that deposits are banked and that required information is obtained from the hirer and disseminated internally in good time.
9. To identify strategic opportunities in the London events calendar and contribute to overall venue diary planning and management – ensuring that the commercial potential of each date is identified and that all prospective hires are pencilled at the earliest possible opportunity with their status subject to regular review until contracted.
10. To contribute to our Step-Up programme by:
 - a. developing and delivering learning and development relevant to your skills and expertise and mentoring and coaching other team members and members of the local creative community and other creative organisations;
 - b. leveraging relationships with contacts, partners and peer organisations to deliver learning, development and work experience opportunities.

General responsibilities

1. To champion and promote the values and behaviours set out in the Woolwich Works Competency Framework and act as an ambassador for the Trust and the borough.
2. To act as a first aider, fire marshal or Duty Manager if required by the Operations Director or Chief Executive.
3. To accommodate, support and encourage work experience placements, interns and apprentices.
4. To work safely and encourage and require others to work safely, in accordance with the Woolwich Works Health and Safety Policy and any other relevant policy or procedure.
5. To safeguard the organisation's data, working in line with the Trust's data protection policies and in accordance with the Data Protection Act 2018.
6. To be responsible for undertaking training and development as required to meet the needs of the organisation.
7. To always act in the best interests of the Trust, and in line with all company policies.
8. To undertake any other duty in line with the level of the job as required by the Executive Director or Chief Executive



PERSON SPECIFICATION

We'll decide whether to invite you for an interview by reviewing your application against the responsibilities above and the skills below.

Essential skills and experience

- Experience in event sales in a relevant comparator venue or organisation and currently employed in a similar sales and events role
- A proven track record of securing high value new commercial event business and securing income in excess of £500k per year
- A proven track record in commercial event client retention
- Good written and verbal communication skills
- Passionate about people, communities, diversity and inclusion
- Experience of working in a commercial events role in a mixed-use arts or entertainment venue and sharing space

Desirable skills and experience

- Experience of working commercially in a not-for-profit environment
- Marketing and communications experience
- First Aid at Work qualification
- An in-depth knowledge of the Royal Borough of Greenwich
- A substantial and active contact base associated with existing event business for which Woolwich Works would be suitable and appealing

If we invite you for an interview, we'll explore your suitability for the job based on the contents of your application, this job description and our Competency Framework.

CONDITIONS

Hours:	Typically 40 hours per week, either 9am – 5pm or 10am – 6pm, Monday to Friday, but you'll be expected to work hours as required in order to ensure the success of the organisation. Sometimes evening, weekend and bank holiday working will be required for which no additional payment will be offered. You'll be expected to work operationally for major events.
Holiday:	25 days per year, plus Bank Holidays (or days off in lieu of Bank Holidays), based on full time working. The Trust's holiday year runs from April to March.



- Location:** Woolwich Creative District Trust is based in Woolwich, south east London. We may require you to work elsewhere or travel within the UK as part of your job.
- Probationary period:** Six months
- Notice period:** Prior to receiving written confirmation of the satisfactory completion of the probationary period, either you or the Trust can terminate employment by giving one month's notice in writing.
- Following satisfactory completion of the probationary period, the notice period will be three months.
- DBS check:** You must tell us about any unspent criminal convictions when applying for this job, and undertake an enhanced Disclosure and Barring Service ('DBS') check if appointed (and at least annually thereafter). Having a criminal record will not necessarily bar you from working with us, but we will consider the nature of any disclosed convictions and their relevance to the job and the Trust. If you don't disclose information relating to unspent convictions, we'll withdraw any offer of employment that we may subsequently make, or terminate your employment.
- References and right to work:** Any offer of employment will be subject to the receipt of two satisfactory, written references, one of which must be from your most recent employer or professional contact. You must have the legal right to work in the UK.

From the Royal Borough of Greenwich, for everyone.

Founder:

