

Venue Sales & Events Manager

In 2017, **The Postal Museum** opened a new heritage attraction in Central London. Representing a significant addition to the culture and heritage market, The Postal Museum offers two experiences in one. Alongside the interactive exhibition galleries telling stories from five centuries of British social and communications history, visitors can take a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail – for the first time in its 100-year history. The Postal Museum showcases the extraordinary stories from five centuries of one of the country's most iconic services, grows our educational charity work and welcomes over 180,000 visitors a year, along with a further 400,000 through our public events programme, digital and outreach offers.

Based: Central London

Salary: £32,000 - £35,000 based on experience

Responsible for: Sales & Events Planner, Events & Marketing Co-ordinator

Reports to: Head of Commercial

Contract: Full-time, permanent

Start date: ASAP

PURPOSE OF THE JOB

The Venue Sales & Events Manager will make a significant contribution to The Postal Museum's ambitious income targets, taking a lead role in sales and business development as well as maintaining the museum's high standard for events delivery. Managing a team of two, the post holder will take responsibility for all events activity, building strong relationships with a variety of stakeholders to ensure that the museum's reputation as an extraordinary venue is upheld.

PERSON SPECIFICATION

EXPERIENCE

(Essential criteria)

- At least 3-4 years proven sales and marketing experience in a venue
- Experience of event management in a similar sector or venue
- Track record in generation and implementation of new ideas for improving business
- Experience and knowledge of the industry
- Experience in developing processes and procedures
- Experience of direct line management and motivating a team
- Experience of budgetary management/forecasting

(Desirable criteria)

- Experience of managing a venue
- Creating a sales culture within an existing organisation

SKILLS/KNOWLEDGE

(Essential criteria)

- Good knowledge of marketplace and competitors
- Good network of industry professionals

- Ability to analyse data and produce reports
- Strong negotiation skills
- Good written and verbal communication skills
- Strong customer service skills
- Highly organised and motivated, with an ability to prioritise a varied workload
- Team player, who is willing to turn their hand to whatever is necessary to get the job done
- Builds a good relationship with a variety of internal and external stakeholders
- Ability to manage own workload
- Excellent Microsoft office skills

PERSON

- Creative, with excellent attention to detail
- Flexible, positive 'can do' attitude and ability to work on own initiative
- Collaborate approach to generating ideas and solving problems
- Thrives in a busy environment, takes a measured approach to changing priorities

JOB DESCRIPTION

Key Responsibilities and Duties

Sales & business development

- Responsibility for reaching and exceeding Commercial Events income target
- Create and execute the TPM events business and marketing plan
- Develop the commercial use of the TPM venues for general hire including filming and photography
- Identify and target key markets for TPM venues, pro-actively building strong relationships with new clients
- Conduct site visits and FAM trips with potential clients and agents
- Develop reactive and proactive sales proposals to attract new and repeat business
- Work with planner to conduct annual competitor analysis and deliver pricing strategy reviews

Events Management

- Ensure confirmed hires are co-ordinated and delivered to high service standard, within agreed target margin and health and safety regulations
- Ensure that communication with all teams and suppliers involved in delivering events is effectively executed
- Work with internal Operations Team to ensure events are delivered to high standard, improving service standards as appropriate
- Work with Head of Commercial on all supplier tenders

Relationships

- Line management of Sales & Events Planner and Events & Marketing Co-ordinator
- Foster and develop strong relationships with external partners and suppliers including relationship with exclusive caterer, ensuring opportunities for business development and sales are maximised
- Work with the Development and Public Programme Manager to ensure that income generation and events opportunities are maximised
- Network with peers and build strong industry relationships
- Act as the primary ambassador for the events team internally and externally

Administration

- Prepare and amend/update commercial events paperwork (ie Contracts) to ensure due process is followed
- Prepare monthly reports for Head of Commercial
- Management and forecasting of Commercial Events budget
- Implement systems and processes to ensure that financial and client data is well managed, including the inputting of data and raising of invoices as required

This is not an exhaustive list of duties and your line manager may, at any time, allocate other tasks which are of a similar nature or level.

The postholder is expected to monitor and report on their work as directed by their line manager and adhere to office guidelines on handling, health and safety, lone working, etc., as advised, taking responsibility as appropriate.

WORKING HOURS

The working hours shall be 35 per week, exclusive of meal breaks. These are usually flexible across the week and will be agreed in advance with the line manager, in line with The Postal Museum's policies. Some out of hours working will be required for this role and this will be notified in advance. Time off in lieu will be awarded in line with The Postal Museum's policy. Variations of the hours can be made at the discretion of the line manager.

Closing date: Friday 22nd March 2019, 12pm

Interviews: Mon 1 April 2019