

JOB DESCRIPTION



Job Title:	Events Sales Manager
Responsible to:	Head of Events
Department:	Events
External Contacts:	Clients, production companies, industry bodies, venue finders, conference organisers, in-house corporate event teams, agents.
Salary:	£28,000 per annum

About the Roundhouse:

The Roundhouse's purpose is to enable young people to realise their creative potential and to offer audiences, of all ages, new and extraordinary experiences in live music, theatre, dance, circus, spoken word and new media.

The Roundhouse's Vision:

Our vision is to be a hub of outstanding performance and learning powered by great artists and young people.

MAIN PURPOSE OF POSITION

The Roundhouse is one of the most exciting and adaptable venues in London. Key to the Roundhouse business plan is the Events business which generates significant income each year through the hire of the Main Space, which is set aside for events around our public programme. All profits generated by the Events team go directly towards supporting the work of the Roundhouse and its creative programme for 11-25 year olds.

The Event Sales Manager will work as part of a small multi-tasking team generating substantial income through commercial hire events at the Roundhouse. The post is responsible for assisting in the achievement of the annual budgeted Events income through commercial hire of the Roundhouse.

DUTIES & RESPONSIBILITIES

SALES

- To achieve the agreed sales target for the financial year and ensure the maximisation of all income generating opportunities.
- To be the initial point of contact for commercial hire enquiries via email and telephone.
- To have a high level knowledge of the events industry with a strong competency of selling skills including an ability to switch from selling the Main Space to New Wing Spaces whilst upselling at all times.
- To work with the Head of Events and other Roundhouse teams to ensure the most effective use of the diary with a view to maximizing income.
- To identify and develop new income generating opportunities within the spaces available for hire.
- To assist the Head of Events in managing the sales function across the department, ensuring that all team members have the tools necessary to provide the highest standards of enquiry response and client handling
- To periodically review all promotional material used for client sales and to manage the continual development of that material to ensure it best reflects the Roundhouse's offer.
- To compile and promote specific event packages as required, providing all necessary information to potential clients.

- To input on the re-development of spaces available for hospitality packages around our artistic programme with a view to maximizing additional income.

PLANNING

- To lead on the preparation and delivery of the Event Sales Plan.
- To produce a monthly sales report of past and future activities detailing value of confirmed business for the period, number of enquiries received, enquiry source, lead times, conversion ratios and any other activities as required.
- To research new growth areas of the events market and develop contacts and relationships with key stakeholders in those areas in order to realise new income streams.

COMMUNICATION

- To develop strong relationships with all external contacts integral to the business.
- To manage the relationships with key hire clients to build long term solid relationships in order to maximize income streams.
- To ensure regular and effective communications with all prospective clients ensuring event files, database and room-booking systems are kept up to date with relevant future actions.
- To work with approved suppliers to facilitate an effective two way relationship maximizing income potential through regular reviews of business referrals and new marketing opportunities.
- To manage the relationship with external PR consultant to ensure the best exposure and brand positioning for the Roundhouse Events team.
- To conduct effective and efficient site visits securing all event requirements and securing bookings where possible.
- To maximise industry networking opportunities converting leads into bookings.
- To manage the handover of confirmed events to the Events Manager and Events Co-ordinator once a contract has been returned signed from the client.

KNOWLEDGE AND SKILLS

- To understand the Roundhouse client base as well as the corporate event and hospitality market and how best to position the Roundhouse within it for maximum impact and financial gain.
- To have a thorough knowledge of the Roundhouse brand.

ADMINISTRATION

- To ensure the events database and files are kept up to date at all times.
- To be responsible for your own and the Events departments administration and event contracting.

GENERAL

- To be committed to putting young people at the heart of everything we do.
- To promote and comply with current legislation and the Roundhouses policies on Equality, Diversity and Health & Safety both in the delivery of services and the treatment of others.
- To promote, develop and comply with our policies and practices to lessen the environmental impact of the Roundhouse
- To be responsible for identifying and undertaking training and personal development to meet business needs.
- To undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of the Roundhouse.

REVIEW ARRANGEMENTS

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

PERSON SPECIFICATION

Essential

- Significant relevant experience encompassing venue sales and administration.
- A proven track record of achieving and exceeding sales targets.
- Demonstrable experience of producing monthly sales reports.
- A flexible and open communication style with excellent interpersonal skills.
- A team player who also has the ability and initiative to work individually.
- The ability to work calmly within an occasionally challenging environment.
- Experience of managing budgets.
- Excellent organisational and administrative skills.
- IT Literacy – MS Office, inc Excel, Word etc.
- Commitment to the Roundhouse vision.
- Commitment to promoting equal opportunities and cultural diversity.

Desirable

- Educated to HND or degree level.
- A working knowledge of diary management and room booking systems, ideally Artifax.

CONDITIONS

Contract	Permanent
Hours	40 hours per week
Annual Leave	The annual leave period runs from April to March and you will be entitled to 25 days holiday (Pro-Rata) per year plus Bank Holidays
Notice Period	1 month