



Venue Sales Manager

Job Description and Person Specification

Job title:	Venue Sales Manager
Location:	Based at Charlton House & Gardens and working across Royal Greenwich Heritage Trust's portfolio of property as required
Contract:	Full Time, Permanent
Hours:	Full time - 35 hours be worked flexibly
Salary:	c£30,000 per annum
Reports to:	Head of Public Programming and Marketing
Direct reports:	Venue Bookings Coordinator
Criminal Records Check:	Enhanced

The Organisation

Royal Greenwich Heritage Trust (RGHT) was formed in May 2014 to strengthen the management of important historic buildings and community assets in the Royal Borough of Greenwich. These include Charlton House & Gardens and the Museum and Archive Collections of the borough. Our purpose is to help people find out about the history and heritage of the Royal Greenwich and surrounding areas; to conserve the heritage assets in the Trust's care and ensure that these assets – buildings and landscape, collections and archives – and the history of Royal Greenwich are shared with as many people as possible. Our regular activities include learning and participation – formal and informal history and heritage learning activities; visitor services – public access to Charlton House, exhibitions and events; care of heritage assets – working with partners to manage the assets in our care; and working with volunteers.

Main Job Purpose

Our Venue Sales Manager will support the Trust to build commercial events and venue hire post pandemic.

All the Trust's income is used to run the charity for the benefit of the community. We are seeking support to establish a pipeline of commercial event business to sit



alongside our cultural heritage programming, ensuring that the Trust makes enough money to run and look after the buildings in our care and deliver Learning, Access and Conservation outcomes in line with our charitable objects.

We are seeking an experienced commercial event professional. You'll have good networks and a proven track record of developing commercial income in both small and mid-scale heritage venues. You'll be passionate about the sector, motivated about securing commercial business and delivering ambitious income targets for the Trust. Experience in a heritage or cultural environment would be an advantage. You'll need to be comfortable managing conflicting demands and priorities, and with contributing to setting up a sales pipeline from a low baseline.

You'll be able to demonstrate an innovative and confident approach to venue sales and be passionate about the vital contribution commercial success will make to the Trust's future delivery of charitable outcomes.

Competency Framework level 2

Key Activities

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.

Key responsibilities specific to this job

1. To develop sales and report on status, forecasting income on a weekly basis, establishing systems for tracking the likelihood of conversion and setting up systems for monitoring key management information such as the source of leads, conversion rates and reasons for leads failing to convert to inform the Senior Management Team's strategic development of the business
2. To develop proactive venue sales for a variety of different types and scale of events to achieve annual sales targets agreed by the Board:
 - a. conferencing up to 120 delegates
 - b. meeting rooms for up to 25 delegates
 - c. receptions up to 120
 - d. other events requiring an indoor, flat-floor space



- e. mid-scale and small-scale wedding packages
 - f. explore options for external events
3. To develop a system for effective management of inbound hire enquiries, responding in a timely manner, measuring conversion rates to maximise efficiencies.
 4. To establish agency relationships that support the venue sales function and achieve best value and return on investment for the trust
 5. To work with the Senior Digital and Marketing Officer on business-to-business marketing, to attend trade shows and other industry forums in a sales capacity
 6. To establish a process for identifying programming relationships for consideration and negotiation by the Head of Public Programming & Marketing
 7. To establish opportunities for upselling and cross-selling of additional goods and services, ensuring systems are in place that ensure revenue is consistently tracked and billed
 8. To establish relationships with approved caterers to promote, acquire and successfully deliver high quality events
 9. To overview all terms and conditions to ensure all events are appropriately contracted, that a robust deposits process is in place
 10. To work with the Programming Team to identify strategic opportunities in the London events calendar and to develop a diary plan – ensuring the Trust are realising commercial potential of each date identified

General

In addition to the specific duties above, all RGHT employees should be aware of their responsibilities towards the following:

1. To work as part of a team and contribute to the overall aims and objectives of the Trust.
2. To champion and promote the values and behaviours set out in the Competency Framework and act as an ambassador for the Trust.
3. Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role and to improve performance against the Competency Framework.
4. To work flexibly in response to changing organisational needs and be willing to undertake any other duty in line with the level of the job as may be required the Trust.
5. To operate in accordance with RGHT's values, policies and procedures, including but not limited to, Health and Safety, Data Protection, Equality and Diversity and Child Protection.



Person Specification

Criteria	Essential or Desirable
Significant experience developing Venue Sales in the cultural heritage sector	Essential
A proven track record of securing high value new commercial event business and securing income	Essential
A proven track record in establishing an active commercial client base	Essential
Experience of working commercially in a charity sector environment	Desirable
Experience establishing a sales department to drive commercial sales	Desirable
Financial accuracy and experience developing bespoke quotes and proposals in line with agreed income targets	Essential
Experience of computer-based diary management system (Avalon in use at RGHT)	Essential
Excellent networking skills to make and maintain connections with hirers, suppliers, and other contacts	Essential
Able to work with private and corporate clients on all levels	Essential
Experience supporting a small team to develop negotiation and sales skills to up sell and increase sales margins	Essential
Understanding and knowledge of the London event market	Desirable
Experience of records management and an understanding of GDPR	Essential
Professional, customer focussed and approachable manner	Essential
Ability to remain calm and confident under pressure or when dealing with difficult situations	Essential

This is a description of the job as it is presently constituted. It is the practice of RGHT to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect the organisation's needs. This will be conducted in consultation with you. It is RGHT's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.

Dated: October 2022