**Events and Commercial Sales Manager**

**The Old Courts & Square Chapel**

**Applicant Information Pack**

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**14/ 1/ 2022**

# Introduction / How to Apply

Thank you for your interest in the role of **Events and Commercial Sales Manager** at Arts at the Mill CIC T/A The Old Courts and Square Chapel. You will find information about the role and the person specification in the following pages. Before applying, please read the information included here.

Please use the online application form to apply. A link to the online application form can be found [here](https://uk.indeed.com/m/viewjob?jk=e098d94fc1b9aa18&advn=6634444605386724&adid=380288317&ad=-6NYlbfkN0CJkhB4XoP7FTOo2LwU6iJMSMBq1E4DvwSDh2vUTAcUxxCOjLIZyZoC8otORDos4EySnSikl94K2_H1R7hFxFvUNojd7QJp6iTCXgvfTzF7bBrGi17M2TjuKB4vSNQnL2B0dfkz67aidaTEUNM2k5pb0pLui9Y_4BqNxf478ljK0GYtz_noNA2kTyCR0wCnZ_hwx4ORIXDL7CG8aeM6IdkhvEh7UwY194SP2-QYbte-sEStmSyKjZcowz2gKH_EdPeR_K8E01SzoldCgkd7Hrh9yxi4xXbI1pxIpjkT2Fp2i8YZfhehNnOHehJIsSdOUJ74Vop1E6vmBNgLvPULAeSBA0Rz6w41EOkQEyMNpZRuT18_7i3UnC1nF0FiPIJvOIHuzLJj7Aw-QJRnlAOscW4N4dbbxXFD47qblpoprQtZ1Q%3D%3D&from=serp&dest=https%3A%2F%2Femployers.indeed.com%2Fj%2Fview-job%3Fid%3D1477504aee3eec30c046&desth=0b9b7e44b515d4108c10165971442c32&prevUrl=https%3A%2F%2Fuk.indeed.com%2Fm%2Fjobs%3Fq%3DThe%2BOld%2BCourts&tk=1fm8r1qp4ttpv800&dupclk=1&acatk=1fm8r27j3t7ej801&pub=6917c08ec3ecf6012dd26f3773156e870cace3277f6b99df). You will need to upload your CV and a covering letter as part of the application.

All applications must be submitted by **Midday on Sunday 23rd January 2022.** Successful shortlisted applicants will be invited to attend an interview. We can provide a BSL interpreter if required.

If you would like further information, support with access requirements or an informal chat about the post please contact us by email at **davenportr@theoldcourts.com**

We look forward to receiving your application.

# About The Old Courts & Square Chapel

We are all about changing perceptions. Our mission is to create, engage and inspire by supporting ideas and hard work, providing cultural opportunities, and investing in the people of our towns.

# Our Artistic Vision

We understand the incredible importance of the arts – not simply for entertainment, but as the fundamental threads in the fabric of everyday life.

The arts should not be exclusive to the well-travelled nor a social tool for privileged circles. The arts are what bond communities and bridge differences with the only true global language, expression.

Our work is designed to introduce the arts into the lives of the people of Wigan, Halifax and beyond and to enhance the experience of those who are engaged.

We are driven to CREATE a vibrant, supportive, risk-taking and strategic environment for artists to ENGAGE new and existing audiences and disconnected communities who we will help to INSPIRE change with unrivalled ambition.

# What we do

**Artist Development**

We are fully committed to using our resource as a tool to further the progress of artists. Since first opening our doors we have played a part in the development of artists in many different ways. We have encountered raw talent from individuals seeking opportunity with little or no knowledge of how to find it and we have been approached by established performers who required support in networking or bid-writing. Whatever the ask, whatever the experience and whatever the artist is trying to achieve, we take pride in our ability to unlock potential and play a key role in development. The future of the arts is being forged as we speak. For arts and culture to play an increasingly important role in everyday life, time, experience, knowledge and dedication will always be needed from organisations like ours and we will continue to provide it.

**Producing**

We have a strong track-record in producing work for artists. A combination of in-house talent, facility and our wider network across The UK allows us to develop embryonic projects into touring, sustainable work. We understand the distance that can exist between a brilliant script and the stage but our ability to aid and structure the research, development and production of work allows work to be made entirely on site.

**Community Work**

Our surroundings play a fundamental role in everything we do. We are very proud of our towns and we appreciate how our organisation has been embraced by those who we live and work amongst. As such, we get great satisfaction from the many community projects we run. We have a community programme filled with meet-ups, social opportunities, upskilling, entertainment and more. The Old Courts and Square Chapel is a place where anyone is welcome and it is fair to say that what we do is of significant value to a host of local groups and individuals.

**Co-Creation**

We are developing several co-created projects which will bring artists to our towns to make work with talent from our borough.

**Live Events**

Since day one, a significant part of what we do centres around live events. Gigs, dance shows, theatre shows, exhibitions, film screenings, sector conferences, audience events and seminars provide artists and the public with the maximum number of entry points to the arts.

# Working at The Old Courts and Square Chapel

The Old Courts main office space is based inside the Former County Court offices on Crawford Street, in Wigan Town Centre. We have a vibrant mix of individual offices and open plan co-working space with a selection of accessible meeting spaces.

Square Chapel’s main office is in the old chapel in Halifax town centre. We have an plan co-working space as well as meeting space and a bar/ café.

The role will involve regular meetings, communicating via phone/video, email and in person and using a computer for several hours across the day.   
  
Some evening and weekend working will be required as part of this role, and travel between both of our sites and out to visit customers and potential customers will be essential.

Attending performances, events and being part of the creative life of the organisation is part of everyone’s role at our arts centres.

The Old Courts and Square Chapel are busy organisations and have around 60 members of staff. Usual office hours are 10am-6pm however this role will require some evening and weekend work and we offer flexible working where possible. **We welcome discussing flexibility at interview.**

# The Role

**Responsible to: Sales, Marketing and Audience Director**

**Purpose**

* Responsible for driving new business, generating new sales leads and achieving ambitious sales targets.
* Ensure our organisations are maximising its opportunities for income generation.

**Team:** Creative Communities and SMT **As the Events and Commercial Sales Manager your responsibilities will be:**

**Strategic**

* Develop and deliver a sales strategy for driving sales opportunities to ensure maximum sales income from commercial opportunities and hires.
* Work with the Head of Marketing & Communications, Head of Hospitality and the Sales, Marketing & Audience Director to feed into the marketing strategy and ensure a joined-up approach.
* Provide regular data-driven reporting to the directors.
* Provide clear analysis and reporting of strategic planning and delivery to the Sales, Marketing & Audience Director.

**Main Duties**

* Promote and sell the breadth of AATM’s offer including but not limited to: private hires, commercial hire, location hire, event hires, commercial lettings, meeting rooms, use of facilities and commercial, food and beverage.
* Drive new business and sales leads to hit and exceed KPIs and financial targets.
* Visit potential new customers, build relationships and create opportunities to maximise sales opportunities.
* Maintain and develop positive partnerships with customers, relevant stakeholders and commercial businesses to maximize opportunities and encourage repeat custom.
* Explore new revenues workout costings and pricing for our hires and packages.
* Ensure all enquiries are followed up and either book or are closed off the system.
* Deal with all wedding customers, commercial and large private event sales.
* Take meetings with customers and ensure the client’s vision for the event is effectively translated to operations team.
* Assist customers in selecting suitable layouts, menus and options in plenty of time prior to the event and upsell to maximise income at every opportunity.
* Host final wedding planning meetings two months prior to a wedding or large event with operations to ensure a smooth hand over to our operations team.
* Host the final meeting with wedding customers or large events one week before the event with operations and the General Manager to ensure the customer and our teams are all happy.
* Working with Head of Hospitality and the Head of Marketing & Communications, plan and deliver various open days throughout the year.
* Regularly monitor and analyse the performance of activity to ensure a growth in high quality enquiries and to drive and improve conversion rates.
* Understand the different departments within our organisations and signpost any opportunities that are better suited to other team members.
* Represent the organisation at internal and external events and meetings, networking events and industry conferences.

**General**

* Adhere to our brand, consistent tone and messaging across all communications.
* Be an advocate and ambassador for all our venues.
* To work with the directors and entire staff team to support and deliver our strategic and creative vision.
* Any other duties required by the Marketing, Communications and Audience Development Director.

**The successful candidate will have:**

* Previous experience as a business development manager with a track record in meeting and exceeding financial targets and KPIs.
* Experience in reporting, forecasting and analysing data.
* Excellent communication skills.
* A positive can-do attitude with determination and ambition to succeed.
* Excellent business development skills and client development.
* Strong IT skills.
* The ability to handle pressure and meet deadlines.
* Attention to detail.
* Full UK Driving License.

# Terms & Conditions

**Salary: £30,500** gross per annum, depending on experience

**Hours: 37.5** hours per week, excluding a daily one-hour lunch break.

This role is 5 days a week Monday-Friday; usual office hours are 10am-6pm. Occasional evening and weekend work will be required. Travel to customers, potential customers and to our other site in Halifax when required (approximately 2 – 4 days a month).

All staff at The Old Courts & Square Chapel are expected to attend performances and be a part of the artistic life of the organisation.

**Overtime:** No overtime payments.

**Annual Leave:** 25 Days + Statutory Holidays

**Probation period:** **6 months**, with a 3 month review

**Notice period:** **1 Month**

**Workplace Pension**

**Scheme:**  Arts at the Mill CIC pension scheme is provided by True Potential

**Staff Benefits** Complimentary tickets for performances at The Old Courts (subject to availability and staff ticket policy)

Cycle to Work Scheme

Discount on Drinks and Meals in café and Bars (subject to discount policy)