



GUNNERSBURY
PARK & MUSEUM

Commercial Sales & Business Development Manager Permanent, Full Time

Who We Are



We are Gunnersbury Museum & Park Development Trust - a registered charity which manages west London's Gunnersbury Park and 21 listed buildings and structures within it.

We welcome nearly a **million people to Gunnersbury** each year: some for a friendly game of footy or tennis, others for the wedding of their dreams or even a local community group going down memory lane in the museum.

Gunnersbury Park & Museum hosts a **variety of events** from outdoor music concerts, park events and exhibitions to weddings, corporate hire, filming and photo shoots.

We could also tell you about our **local history museum winning NPO** status, our 186 acres of Grade II* listed parkland which has been awarded **Green Flag** and **London In Bloom Gold**, our education and community programmes, or our brand-new sports facilities.

There's so much to be excited about at Gunnersbury and a real opportunity to help shape its future by joining our team.

Role Description

As a dynamic and sales-led **Commercial Event Sales & Business Development Manager** you'll **take the lead in maximising venue hire and events income** to support the organisation's charitable aims. This includes **weddings, corporate events, photo shoots and venue hires**. **Excellent communication and relationship-building skills** are a key part of the role, as you'll be liaising with clients, contractors, suppliers and staff. The role is pivotal in forging strategic partnerships that align with our cultural mission through **developing new business and leads**, raising the profile and brand of the museum. In addition, you'll need excellent **networking skills** and the ability to **develop and manage budgets**. A key aspect of the role will be to lead on the **business development** for new venue hire and events initiative and income streams. There is real variety to this role and an opportunity to work across all areas of the estate.



Overview

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| Job Title: Commercial Sales & Events Manager | Hours: 37.5 hrs/week, working 5 days out of 7, some evenings/weekends/bank holidays | Location: Gunnersbury Park Museum (the role is site-based) |
| Salary: c.£35k p/a | Responsible to: Head of Commercial Responsible for: Commercial Sales Co-ordinator | Annual leave: 25 days + bank holidays |

Main duties and activities

Sales and Marketing

- To drive event and venue hire sales for weddings, corporate events, private parties, room hire or photo shoots to maximise income and achieve/exceed targets.
- To develop an event portfolio including venue hire and catering packages, benchmarking against competitors and conducting market research into prices, products and trends.
- Set and monitor KPIs to ensure commercial targets are met or exceeded, successfully sourcing and converting sales enquiries and proactively developing key accounts.
- To achieve sales targets through meeting with clients / potential clients to conduct show-rounds of the venue and upsell event packages by persuasively understanding clients' needs and responding to them with bespoke information and timely quotations.
- To lead on the marketing of the venue and event spaces. This includes contributing to research, generating material, attending exhibitions and events to generate leads, and contributing copy for social media posts and for the website, working closely with the Digital Content Lead.
- To deliver familiarisation trips; tracking and reporting on the success of campaigns.
- Build strong relationships with clients and stakeholders to encourage repeat business

Business Development

- To maximise the museum's competitive advantage through networking, benchmarking and continually improving the museum's offer.
- Develop and implement a comprehensive sales strategy across the venue hire portfolio.



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- Identify and pursue new revenue opportunities, including corporate partnerships and sponsorships, that strengthen the museum's market position and drive growth.
- Deliver ROI analysis of commercial operations to establish which activities to develop further.
- Carry out business modelling of new business opportunities and capital investment.

Organisational & Administrative

- To update the venue booking system and client database with details of upcoming bookings, ensuring accurate data entry, all communications and actions are inputted into the system, and GDPR regulations are adhered to
- To issue client contracts, complete with historic house and other venue policies, in a timely manner and follow up to ensure contracts are signed and returned prior to all events/functions according to the timescale agreed with the Head of Commercial
- To build and maintain excellent relationships with stakeholders
- To prepare reports and pass to Head of Commercial as directed
- To proactively seek opportunities to sell/upsell venue hire and event packages to potential clients / local businesses and to be knowledgeable of the events market
- To assist the Head of Commercial with administration relating to outdoor events and other commercial activities operating within the park
- To deputise for the Head of Commercial, as required
- To hit qualitative and quantitative KPIs as agreed with the Commercial Events Operations Manager including, but not limited to, customer satisfaction, sales conversion rate, new leads generated, sales revenue and profit

Financial Duties

- To work with the Head of Commercial to set the annual budget.
- To effectively manage the Commercial Sales & Events budget, forecasts and financial reports, always seeking to maximise income, meet financial targets and control costs
- To keep detailed records of goods or services delivered, or other commercial activity to enable the appropriate charges and invoices to be compiled

- To ensure that all financial paperwork including invoices, purchase orders and payroll information is processed in a timely and accurate manner
- To ensure that Gunnersbury's Financial Procedures are adhered to at all times
- To regularly review supplier prices to ensure that best value for money is obtained
- To quote prices for events, including the sourcing of external equipment hire

Other

- Work closely with the Commercial Events Operations Manager to deliver a seamless event experience
- To support event delivery, when necessary
- To line manage, motivate and develop your direct reports:
 - Commercial Sales Co-Ordinator (0.5)
- To attend meetings and undertake training as required
- To be a key holder and assist the Visitor Experience team in opening up/locking down the building/s pre and post event
- To undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested
- To demonstrate a flexible approach to work to accommodate business need, including evenings, weekends and bank holidays

Person specification

| Requirements Candidates/post holders will be expected to demonstrate the following | Essential E Desirable D |
|---|------------------------------------|
| Qualifications and Experience At least 3 years' experience of achieving sales budgets and KPIs, planning and managing a variety of events including weddings, corporate events and private parties. | E |
| Previous experience of providing excellent customer service in a front of house role, ideally in a commercial venue or event space | E |
| Experience of having successfully generated new business, for example through sourcing new leads and upselling of key accounts. | E |



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| Experience of line management to include motivating direct reports to achieve excellent results | E |
| Experience of using a CRM, managing accurate sales and financial records and generating sales and venue usage reports. | E |
| Experience of working with diverse audiences | E |
| An excellent role model who promotes high standards of probity, integrity and honesty | E |
| Experience of developing processes and procedures | E |
| Experience of supporting a venue through marketing activity, inclusive of social media marketing. | E |
| Experience of working in a heritage environment | D |
| Knowledge, Skills & Abilities | |
| Ability to build and manage positive relationships with a range of stakeholders, including clients, volunteers, staff, contractors and other service users, with the ability to provide outstanding customer service. | E |
| Excellent persuading and negotiating skills with the ability to work creatively and to encourage repeat business. | E |
| Knowledge of removing barriers to access and commitment to providing equal access for all | E |
| Experience of proactive sales for example during networking events, trade shows and FAM trips. | E |
| Ability to work with initiative both independently and as part of a team, collaborating across teams as necessary | E |
| Ability and desire to work flexibly, including evenings, weekends and bank holidays | E |
| Strong literacy and numeracy skills, with excellent attention to detail, and the ability to analyse data and produce reports, with excellent attention to detail and proficiency in Microsoft 365 (Office) | E |
| Excellent listening skills, approachable, responds positively to change and new challenges | E |
| Working knowledge of social media platforms and marketing | E |
| Desire to work for a charitable organisation | D |