

Head of Venue Sales (Maternity Cover) Manchester Central

Manchester Central is an award-winning venue in the heart of one of Europe's most vibrant cities; our vaulted arches and station clock have made our venue an iconic city feature for more than 140 years.

Our experienced team of professionals lead the industry with unrivalled service standards to help our clients create engaging, memorable experiences at events of all shapes and sizes.

Your Role

Competitive salary up to £45,000 + Retention Bonus / 25 days holiday plus bank holidays / contributory pension scheme / discounted car parking

We are currently in need of a Head of Venue Sales to cover a period of Maternity leave, so the contract is set to last a minimum of 12 months however could be longer to ensure a full handover at start and end of contract.

Reporting directly to Director of Sales & Marketing, this role is working on a full time, fixed term basis.

Your duties and responsibilities will include but are not limited to:

- Supporting the Director of Sales, Marketing & Communications in leading and managing the venue sales team across all Manchester Central business sectors.
- To develop and lead the venue sales team, being accessible at all times to provide guidance, support and direction on day-to-day activities, ensuring their work is coordinated across sectors to secure optimal diary utilization and strong yield in line with business objectives.
- To manage the delivery of sales strategies, providing direction to the sales team to ensure that the venue's profit margins are met and exceeded wherever possible across all venue sectors. This includes involvement with SMT sales-led projects of strategic business importance.
- To deputise for the Director of Sales, Marketing & Communications where required, representing the venue sales function at revenue maximization meetings, weekly meetings and monthly strategic sales meetings as required.

The ideal candidate will have:

- Previous experience at senior management level, ideally gained in a convention centre or large-scale hospitality business
- Advanced Certificate in Sales Management (CIM)

You must:

- Substantial previous experience in a senior sales role
- Proven track record in delivering effective business development programs
- Experience of successfully achieving agreed targets

Apply

To apply for this exciting opportunity, please send a CV and covering letter including details of your current salary and two references to:

Ref: Head of Venue Sales (Maternity Cover)

FAO: HR Team

Email: careers@manchestercentral.co.uk

Closing date for applications: 30th April 2022 (5pm) We reserve the right to bring this date forward if a sufficient number of suitable applications are received

Manchester Central is an equal opportunities employer. All applicants who meet the essential criteria and identify as having a disability in their covering letter will be guaranteed an interview.

JOB DESCRIPTION

Head of Venue Sales (Maternity Cover)

SALARY	£45,000 + Retention Bonus
HOURS	37.5 hours per week
WORKING PATTERN	Monday to Friday
LOCATION AND BUSINESS AREA	Manchester Central – Sales & Marketing
AIM OF THE ROLE:	To support the Director of Sales, Marketing & Communications in leading and managing the venue sales team across all Manchester Central's business sectors providing effective leadership to ensure the team achieve continual growth in total contribution from live events through effective diary management, client liaison and business development activities.
DIRECTLY RESPONSIBLE TO:	Director of Sales, Marketing & Communications
DIRECTLY RESPONSIBLE FOR:	Venue Sales team Senior Account Manager/s (direct) Account Manager/s (direct and indirect) Business Development Manager (direct) Sales and Marketing Project Executive (direct)

Main areas of responsibility

- To work with Director of Sales, Marketing & Communications to monitor progression against the sales strategy for all venue sectors ensuring the venue is achieving its wider strategic objectives.
- To achieve and exceed individual and company targets.
- To manage the team against their sales targets ensuring corrective actions are undertaken where required.
- To develop and lead the venue sales team, being accessible at all times to provide guidance, support and direction on day-to-day activities, ensuring their work is coordinated across sectors to secure optimal diary utilization and strong yield in line with business objectives.
- To be responsible for appraisal and approval of commercial discounts above senior account management level, up to permitted level of authority prior to passing to Director of Sales, Marketing & Communications.
- To manage the delivery of sales strategies, providing direction to the sales team to ensure that the venue's profit margins are met and exceeded wherever possible across all venue sectors. This includes involvement with SMT sales-led projects of strategic business importance.
- To produce and present accurate and insightful sales reports for the SMT, to provide a clear picture of Manchester Central's venue sales performance.
- To deputize for the Director of Sales, Marketing & Communications where required, representing the venue sales function at revenue maximization meetings, weekly meetings and monthly strategic sales meetings as required.
- To work with the Director of Sales, Marketing & Communications and the Assistant Director of Marketing and Communications to design and deliver the Business Development strategy
- To lead team on business development, in line with Manchester Central's sales strategies, evaluating the respective worth and business fit for different pieces of new business to ensure that the most profitable options are pursued and secured.
- To work with the Assistant Director of Marketing and Communications to create bespoke marketing and communication programs to support both account management and business development strategies for all venue sectors



- To lead the team in providing information to Marketing and Communications department regarding sales (e.g. the source of all sales enquiries), to enable effective review, evaluation and continual improvements.
- To ensure that Manchester Central's Customer Relationship Management system (EBMS) is kept up-to-date at all times. To work with the IT team to ensure that system improvements are successfully implemented for the benefit of the venue sales team.
- To manage the issue of all venue sales contracts, ensuring that these are accurate and compliant with all established procedures and working with the finance team, invoices are being generated in a timely manner.
- To ensure that the sales team are working with the finance team to credit check all clients prior to issuing contracts.
- To work with the HR team to provide that appropriate training is planned, secured and rolled out to the sales team.
- To manage the interview process for potential new team members and the introduction and onboarding of new team sales team members once appointed ensuring their performance and objectives are regularly reviewed.

About us:

Our purpose is to connect people, ideas, and business through meaningful and rich experiences.

Our customers choose Manchester Central because of the experiences we help them to create. We help them to make something happen – the energy and connection that creates memories.

We help them to grow their businesses – connecting with their customers, partners, suppliers, and employees. We bring people together to share ideas and make plans. We pay attention to the details so our clients can pay attention to their guests. What makes us different is the creativity, professional delivery expertise and passion of our team.

The qualities of our people:

Our people are pretty fabulous. They really love our industry, our customers, and what we do. We have high expectations of each other and live up to the standards we've set.

The people who are happiest working for us want to get stuck in and make things happen for a great purpose. They want the challenge of a fast pace, lots of energy and a great team to work with.



We are a special group who have chosen to work together, and we share these characteristics:

Expert & specialist. We're highly respected and super proud of our level of expertise – making the complexity of what we do look effortless.

Flexible. We're all about innovation and trying new ways to create experiences for customers. We're really flexible to meet our customers needs.

Positive and energetic. There's a great energy across the business and sense of teamwork - it feels like a family. We have fun at work and there's plenty of social activity.

Ready to grow. Careers are important to us too – some of our senior leaders started out as team members and then progressed their careers.

If people move on from working with us, they'll always have improved their skills and experience along the way.

Committed. Our people show huge levels of commitment for our customers, and they're determined to get the job done. Events always build up to a crescendo of activity, so it's not always easy. Even when there's pressure it's still a great place to work.

We have a Code of Conduct sets out the right way to do business at Manchester Central. The reputation and integrity of our business is based on all of the decisions we've made, the way we manage our business and what we deliver. These actions and decisions have built up the trust we've earned with our customers, suppliers, communities and colleagues.

Our people pay attention to respect in our workplace, doing the right thing and safeguarding our company and each other.

Person Specification

Education and Qualifications	Essential	Desirable
Bachelor's degree in any subject	✓	
Level 5 Diploma in Sales and Account Management		✓
Level 6 Executive Diploma in Strategic Sales and Account Management		✓
Intensive Diploma in Strategic Sales Practice (CIM)		✓
Advanced Certificate in Sales Management (CIM)		✓
Experience		
Substantial previous experience in a senior sales role	✓	
Proven track record in delivering effective business development programs	✓	
Experience of successfully achieving agreed targets	✓	
Previous experience at senior management level, ideally gained in a convention centre or large-scale hospitality business		✓
Knowledge		
Current relevant industry trends	✓	
Future industry trends		✓
Skills		
Leadership	✓	
Client relations	✓	
Presentation	✓	
Sales	✓	
Negotiation	✓	
Management of a team (motivate and lead)	✓	
Communication	✓	
Calm under pressure	✓	
Budgets	✓	
Report writing	✓	