

JOB TITLE: Senior Sales and Marketing Manager	REPORTS TO: Head of Hospitality & Events
FUNCTION: Hospitality & Events	DEPARTMENT: Hospitality & Events
JOB PURPOSE: <ul style="list-style-type: none"> • To drive sales through networking and sales & marketing activities. • To contribute to and execute strategies for growth of venue hire and delivery of the Hospitality & Events 3 year plan. • To ensure any digital campaigns cost effectively drive sales leads and venue hire sales. • To lead the sales team in meeting annual sales targets and design and deliver a commercial events sales and marketing plan. 	

Key Accountabilities	Key Activities / Decision Areas
Strategic planning	<ul style="list-style-type: none"> ▪ Work with the Head of Hospitality & Events to set the annual budget plan, forecasting availability around exhibitions and internal events and work with the wider teams to maximise venue hire opportunities ▪ Working with the Head of Hospitality & Events, to deliver a robust sales and marketing plan to meet and exceed venue hire revenue targets. ▪ Deliver the sales and marketing plan, ensuring projects are delegated, actioned and managed to an agreed timeframe.
Sales	<ul style="list-style-type: none"> ▪ To oversee the enquires coming into the team to ensure clients are responded to in a prompt and efficient manner. ▪ Actively promote the National Gallery venue hire facilities and attraction as a commercial venue in order to secure events suited to the brand, and to build and maintain a high calibre reputation and premier position in the events marketplace. ▪ Collaborate with the Head of Hospitality & Events and the Corporate Membership team to pursue up-sell opportunities from Venue Hire to Corporate Membership (and vice versa) where possible. ▪ Work with the Gallery's approved supplier lists to collaborate and implement new opportunities through packages and promotions. ▪ To develop excellent product knowledge of our venue to enable the management of complex and bespoke client event requirements.
Marketing	<ul style="list-style-type: none"> ▪ To lead on the delivery and evaluation of the venue hire marketing plan ensuring that all tasks are delegated and delivered on time. ▪ To ensure digital campaigns cost effectively drive sales leads and venue hire sales. ▪ Oversee the planning and delivery of the team's social media posts, newsletters and website updates, delegating tasks to the Sales & Marketing Executive as required. ▪ Take the lead in the organisation of regular in-house showcase events, and to represent the National Gallery at exhibitor events. ▪ Regularly review and update the venue hire webpages and collateral. ▪ Ensure that marketing events provide value for money and maximise a return on investment.
Financial	<ul style="list-style-type: none"> ▪ Set annual sales targets for the team and ensure they are being achieved through regular team updates. ▪ Responsible for managing the annual sales targets and ensuring annual income targets are set and achieved.
Line management	<ul style="list-style-type: none"> ▪ Management and development of the sales team: Sales & Marketing Executive and Sales & Finance Executive. ▪ Manage the personal development and training needs of the team, ensuring that they are set clear objectives, and are met with regularly to support and monitor progress. ▪ Leading the sales team to deliver successful sales strategies and achieve annual sales targets.

Brand Ambassador	<ul style="list-style-type: none"> ▪ Take on an ambassador role for events in the Gallery ▪ Represent the Gallery at key industry events (such as Unique Venues of London) as required with a view to promoting the Gallery as a venue of choice. ▪ Champion an appropriate brand and 'voice' for Commercial Events communications, working with the Gallery marketing team to design and deliver this.
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Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
Signing authority to a defined limit.	<ul style="list-style-type: none"> ▪ National Gallery management and staff, National Gallery Company management and staff, external clients and suppliers.

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ Excellent strategic planning and project management skills. ▪ Ability to manage successfully a busy and varied workload, and to meet deadlines. ▪ Highly efficient and organised with excellent time management skills. ▪ Positive and enthusiastic approach to working with other organisations and individuals. ▪ A skilled networker and an ability to act as an ambassador for the Gallery. ▪ Ambitious and driven to achieve sales and to meet revenue targets. ▪ A collaborative and proactive team member, maintaining a positive attitude that inspires the team and clients in order to grow the business. 	<ul style="list-style-type: none"> ▪ Knowledge of the unique venue market and/or equivalent ▪ Experience of event business development. ▪ A proven track record of business development strategic planning and building a brand and pipeline of prospects. ▪ Experience of working within defined brand guidelines. ▪ Strong IT and digital media skills. ▪ Financially and commercially astute

The Promise Performance Behaviours (9)				
Passionate	Engaging	Polite	Positive	
Patient	Approachable	Adaptable	Consistent	Professional

Organisation structure for role and department

