

Job Description

Job title	Sales and Business Development Manager
Directorate	PLACE: Regeneration, Culture & Environment
Division	Culture & Community
Range	Medpay 5
Reports to	Rochester Corn Exchange Manager

Main purpose of the job:

Working across the Rochester Corn Exchange and other venues as required, you will lead on the business development and venue sales working with the appropriate management and staff. You will develop a strong client base, plan and deliver all functions and event operations. The post must ensure they implement Medway Council's Strategic Plan and Venue Business Plan by the development and delivery of:

- Efficient and effective booking systems and operations
- Excellent and efficient front of house operations and services
- Excellent customer care practice
- A safe environment for staff and customers
- Lead marketing, communications and client development projects.
- Sound financial management
- Innovative partnership programmes
- SMART monitoring and evaluation of programmes and services
- Liaise with stakeholders in a way that promotes the [vision and values](#) of the Council.

Accountabilities and outcomes:

- To use and analyse a variety of data and information that can be used to inform business development objectives.
- To work with managers and staff to develop and deliver Service and Business Plans.
- Lead marketing and promotional campaigns that generate sales, grow the client base, develop audiences and improve the reputation of the venues.
- Work with managers and staff on operational detail of events ensuring smooth delivery

- Manage effective bookings and sales systems providing ideas and delivering service and client management improvements and efficiencies.
- Manage client and customer correspondence, liaising with other stakeholders where appropriate
- Manage the Event Executives ensuring that equal opportunity issues are considered on all service delivery and employment matters. This includes providing service monitoring, planning and implementing change and taking action to promote equality and diversity.
- Collect, monitor and evaluate client feedback using it to develop and improve services
- Monitor income and expenditure across your area of the service in line with corporate timetable.
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- Support the management of building maintenance
- Network across the industry to develop programming, share best practice and make systems more efficient and effective
- Act as the point of reference in relation to GDPR
- Will be required to have a good understanding of the areas they line manage so to allow the post holder to cover as required
- Will be required to deputise for the Corn Exchange Manager
- To comply with all legislative and regulatory requirements with regards to venue management and HASAW Act 1974

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Development Framework.

To actively promote the Council's Fair Access, Diversity and Inclusion Policy and observe the standard of conduct which prevents discrimination taking place.

To ensure full understanding and compliance with the Equalities Act of 2010

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Organisation:

This role reports to the Rochester Corn Exchange Manager

The postholder must be able to act on their own initiative, with limited reference to their line manager.

The postholder will have line management responsibility for the following posts: Event Executives, casual staff, work experience and volunteers as appropriate.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

The postholder will be required to deputise for the Corn Exchange Manager

Working Style:

FIXED – The post holder will be permanently based at The Rochester Corn Exchange although they will be expected to work at other locations across Medway.

Normal office hours will apply but flexibility is necessary for any work that extends outside of normal office hours.

The post holder will deal with some exposure to disagreeable, unpleasant or difficult people related behaviour, arising in the course of the work both by telephone and occasionally face to face.

The Post holder may on occasion be required to stand in as Duty Manager

Person Specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

GCSE 4-9 grade (A-C) in Maths and English

Level B (in addition)

A relevant academic, professional or management qualification

Relevant Health and Safety qualification

Level C (in addition)

Not Applicable

Knowledge

Level A

Knowledge of venue management ICT systems

Knowledge of wedding and corporate industry specific to revenue generation/sales

An understanding of the use of technologies to improve services and modernising working practices.

An understanding of the financial and procurement principles within the public sector.

A good understanding of customer service and how this can be effective in a venue environment.

Knowledge of promotional tools and how they are used to generate sales.

Level B (in addition)

Sets clear direction for, develops, manages and coaches productive, high performing teams covering more than one area of activity/in more than one workplace.

Accurately monitors finances to avoid wastage and keep within agreed budgets.

Good knowledge of building maintenance.

Strong practical and procedural knowledge of Health & Safety legislation.

Is pro-active in identifying ways to improve efficiency and effectiveness.

Level C (in addition)

Establishing effective internal and external partnerships to maximise opportunities to increase revenue and grow client bookings.

A strong knowledge and understanding of the council's budgetary systems and financial matters offering solutions for improvements to working practices and identifies where more efficient working could make savings.

Can analyse and interpret technical, procedural, or specialist information and compose correspondence and reports, using technology as required.

Contributes to Medway's wider cultural offer and the development of council and partner strategies and policies

Experience

Level A

Experience of wedding and corporate industry specific to revenue generation/sales

Experience of function operations to agreed time and budget.

Experience in customer-focused organisation, with emphasis on customer service.

Experience in cash handling

Experience in working to agreed deadlines

Experience of dealing with suppliers and contractors

Experience of Microsoft Office systems

Experience of working within and the management of a function venue.

Experience of working with a range of social media platforms

Some experience in the supervision and co-ordination of employees. The work involves high direct responsibility for supervising and co-ordinating the work of a group of staff covering more than one area of activity and in more than one workplace, including allocation of work, and evaluation and appraisal of the work carried out.

Level B (in addition)

Experience of developing and delivering sales programmes to increase targets for the service whilst working within and achieving income targets.

Ability in the handling and resolution of complex complaints and applying appropriate remedies related to the administration procedures.

Significant venues experience with working knowledge of relevant legislation.

Ability to build sound and productive working relationships with customers, colleagues, partners and staff groups and can engage others in a credible, persuasive way.

Experience of coping well under extreme pressure and difficult situations, able to identify and act on own development needs.

Substantial experience of supervising, co-ordinating or training other employees including performance management.

Demonstrable experience in the service including consistent performance at Level 5A for a minimum of 18 months

Level C (in addition)

Experience and the vision to develop and maintain high quality services that are relevant to the needs of existing and potential users.

Encourages staff to put forward ideas of how work should be done and acts on those ideas whenever possible.

Ability to analyse and interpret varied and complex information and develop strategies and solutions for the medium and long term.

Experience in all areas of work undertaken by staff the post line manages.

Successfully communicates corporate message to the teams and, ensures all teams are aware of how their role fits in with the council's objectives and values.

Demonstrable experience in the service including consistent performance at Level 5B for a minimum of 18 months

Skills

Level A

Good telephone manner and customer care skills.

Excellent organisational skills, with accuracy and attention to detail.

Must be able to use MS Word and Excel to a good standard.

The ability to deal with high levels of work-related pressure from deadlines, interruptions or conflicting demands.

The ability to use a variety of marketing platforms effectively for the purpose of delivering marketing strategies

Level B (in addition)

Ability to use own judgement and creativity to assess situations, solve straightforward problems and adapts to new ways of working.

Ability to use written and oral communication skills to present varied information in an understandable way to a range of clients.

Ability to carry out tasks and/or advise on internal procedures, which impact on the health and wellbeing of people.

Ability to act as mentor to other members of staff.

Level C (in addition)

Ability to understand the vision and interpret it to develop practical and achievable work plans.

Ability to act as a role model to promote equality and manage diversity in the workplace and service provision, ensuring everyone has appropriate and fair access and support.

Developed interpersonal and communication skills. To be able to resolve difficult, complex and sometimes confrontational situations, imposing requirements on unreceptive customers without access to more senior officers.

Excellent delivery of marketing and promotional campaigns that generate sales, develop audiences and improve the reputation of venues.