

Event Sales and Business Development Manager

Directorate	Commercial and Visitor Services
Reporting to	Head of Commercial
Direct Reports	Event and Hospitality Supervisor (EHS)
Hours	37.5 hours per week

The Event Sales and Business Development Manager (ESBDM) leads in developing and maintaining a profitable customer base across all commercial income streams. Working with the Head of Commercial the role will drive our ambitions and is responsible for growth through commercial events, programme advertisement, and will play a large part in supporting the commercial team to develop sales strategies for theatre goers.

Main Purpose of the Role

- Develop a strategic framework to further develop events business across all areas within Norwich Theatre.
- Broaden our corporate relationships whilst maintaining existing professional relationships working closely with corporate partnership's role.
- Be the main point of contact for key stakeholders both internally and externally for commercial relationships.
- Further develop Norwich Theatre profile through networking and hosted events.
- To constantly develop and explore areas of commercial growth within Norwich theatre, driving footfall in our commercial areas and spend per head.
- Work closely with the Head of Commercial (HOC) in supporting revenue and growth of the business

Key Responsibilities

Event Sales

- Drive venue hire and event sales by identifying and securing new business opportunities across corporate, private, and community markets.
- Develop and maintain strong relationships with clients, event organisers, agencies, and local businesses to generate repeat business.
- Negotiate contracts, pricing, and service agreements while maintaining profitability and customer satisfaction within events.
- Manage event budgets and ensure financial targets are met while maintaining high service standards.
- Resolve client issues promptly and professionally, ensuring an exceptional customer experience before, during, and after events.

- Where necessary oversee and support the EHS to collate all specific details to events such as numbers, menu, room set up and ensure these are effectively communicated to relevant teams.
- Support the delivery of Norwich Theatre stakeholder events as required by the Commercial Director & Chief Operations Officer.
- Ensure invoices are raised in a timely manner post event and that an effective system is in place that captures all event spend.
- Collaborate and communicate with technical, catering, front-of-house, and operations teams to ensure seamless event delivery.
- Represent the theatre at networking events, exhibitions, and industry functions to promote venue hire opportunities.
- Develop and implement an events and venue hire details pack.
- Work closely with the marketing team and HOC to create promotional materials, digital content, and targeted campaigns for event sales.
- Make use of and develop YESPLAN as an effective tool for communicating and managing all events and oversee EHS to make best use of system.

Business Development

- Research and identify new business opportunities including new markets, growth areas, trends, customers, partnerships, products and services and new ways of reaching existing markets.
- Seek out the appropriate contact in an organisation and develop relationships whilst promoting Norwich Theatre.
- Meet with customers and clients face to face, digitally via online video meeting platforms or over the phone.
- Foster and develop professional relationships with customers and clients.
- Understand the needs of our visitors and be able to respond effectively with a plan of how to meet these needs.
- Create aims and objectives to develop and improve the business
- Have a good understanding of all Norwich Theatre activities, products and services and be able to advise others about them.
- Create promotional strategies and activities with the marketing department to assist in achieving your aims and objectives.
- Deliver or exceed on agreed targets and metrics.
- Challenge and develop ways of improving the how the business operates.
- Develop our offer at the Playhouse
- Work with the HOC on the Playhouse project, maximising building use and profitability from the new spaces and project.

Corporate

- Work closely with the development team in generating income from corporate partners through various opportunities available.
- Identify corporate partnerships and sponsorship opportunities through research, networking and representing Norwich Theatre to external organisations
- Work with the development team to ensure corporate clients are utilising our spaces both for commercial events and as part of their membership and sponsorship packages.
- Develop our offer for building take overs for corporate clients.

Statutory Requirements

- Ensure all equipment is maintained and any defects reported and or dealt with promptly
- Uphold the requirements of licensing laws, COSHH and health & safety procedures at all times

Organisation-Wide Responsibilities

- To demonstrate and promote our core values of Creativity, Impactfulness, Honesty, Kindness, Inclusivity and Bravery.
- To seek to advance Norwich Theatre's vision "To make all of our Creative Experiences have **wide reaching positive impact.**"
- To ensure you are always an ambassador for Norwich Theatre's mission: "We deliver creative experiences through **Bold Theatre** that speaks loud and clear, driving **Social Impact** that touches lives and communities, underpinned by **Creative Endeavour** that sees growth and change."
- To comply with all Norwich Theatre policies including Safeguarding, Equal Opportunities, Health and Safety, IT, Data Security and Protection.
- To undergo any training necessary to fulfil the duties of this role and to develop its contribution to the organisation.

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge	• Previous experience in event sales and management • Previous experience managing corporate client base • Knowledge of food and drink trends • Proven track record within a customer facing environment • Experience in a sales role within a hospitality environment	• Project management experience • Experience working in the charitable sector (not for profit organisation) • Experience managing a membership scheme
Attributes	• People focused • Organised • Confident • Self-motivated and enthusiastic • Ability to cope under pressure, in a calm and efficient manner • Adaptable • Flexible • Target driven	• Interest in the arts
Skills	• Excellent Customer Service skills • Budget management • Excellent negotiation skills • Strong written and verbal communication skills • Excellent interpersonal skills with both colleagues and Visitors • Excellent communication skills • Excellent organisational skills with an ability to balance and prioritise tasks • Ability to motivate others • Good IT skills	

	• Excellent delegation skills	
Qualifications		• Level 2 food hygiene certificate • Personal Licence holder • Qualified first aider (willingness to undergo training to gain the relevant qualification)