



Events Sales Executive

About Sadler's Wells

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With over three centuries of theatrical heritage and a year-round programme of performances and learning activities, our mission is to make and share dance that inspires us all. Our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

Over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' staff.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop academy, all planned to open at the end of 2022.

The Department

The Catering and Events department is responsible for generating revenue through the delivery of all food and beverage service and event hire throughout Sadler's Wells and The Peacock.

The Role

The team are pre-dominantly responsible for selling, coordinating and delivering events with the aim to generate commercial revenue for Sadler's Wells.

The principle responsibilities of the Events Sales Executive are:

- Proactively contribute to and achieve the sales targets as set in the annual budget.
- Respond to venue hire, brand activation and commercial enquiries received.
- Deputise for Events Manager and Events Executives.

Key responsibilities

Sales and Marketing

- Produce Sales and Marketing plans and deliver all strategies primarily focusing on new business development in conjunction with Events Manager.
- Manage sales and marketing consortium membership i.e. UVL, LCS.
- Represent the venue at consortium meetings, networking events, trade shows and exhibitions.
- Regularly follow up on new leads and enquiries to ensure the sales pipeline is up to date and managed.
- Lead on marketing activity, including updating the website and listings information and maintaining photography library.
- Enter the venue into appropriate awards listings.
- Undertake regular benchmarking and stay abreast of industry developments.
- Develop relationships with product and exhibition providers, agencies, etc.

Client Management

- Develop key accounts for the venue and maximise external revenue potential.

- Be proactive in building and maintaining relationships with clients and agencies in order to secure new business and repeat bookings.
- Conduct site visits as required. Arrange client and agency off-site visits.
- Achieve high customer satisfaction and repeat business through excellent client management and customer service.

Database Management

- Ensure all data is accurate and sufficiently maintained.

Event Management

- Hand events efficiently over to the Events Executives following confirmation.
- Ensure all event administrations such as contracts, deposits, final invoicing etc. is completed according to set standards and timelines.
- Plan logistics of events at the point of sale.
- Ensure H&S is adhered to at all times and that clients are made aware of these.
- Support the team with events management as and when required.

Financial

- Assist in building events budget.
- Deliver on financial targets with particular focus on new business corporate hire and main theatre bookings.
- Proactively upsell Sadler's Wells secondary resources, including AV and catering.
- Convert enquiries to confirmed business and contribute to achieving the yearly sales target.
- Produce sales reports; including rolling three month forecast.
- Follow financial procedures i.e. invoicing, payments, etc.

Other Duties

- Carry out any other duties as required.

- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours.
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion, and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises.

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.

What we are looking for

The successful applicant will demonstrate the following skills, experience, and personal qualities:

Essential

- Proven track record and relevant experience in venue sales, in particular corporate hire and new business development
- Proactive approach to sales skills with the ability to convert enquiries to bookings
- Experience of working to financial sales targets
- Strong client management skills
- Excellent negotiation, communication and interpersonal skills
- Experience of marketing venue spaces and developing appropriate marketing materials
- Experience of setting and achieving high standards of customer service
- Experience of working with budgets
- Ability to work accurately under pressure with excellent attention to detail and ability to prioritise
- Willing and able to work both strategically and be hands-on when required
- Flexible approach to working hours
- Strong client management skills
- Passion for the events industry
- Computer literacy (including MS Office Word, Excel and Outlook) with database skills

Desirable

- Previous PR experience
- Knowledge of digital platforms

Terms and conditions

Salary circa £30,000 per annum, dependent on experience. This will be based on working 35 hours per week, plus an additional paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year. If you complete five years' service with the Trust, your holiday entitlement will increase to 5.6 weeks per annum

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

The company offers:

- Employee Assistance Programme (EAP) – Free confidential support service.
- Season Ticket Advance – Interest free loan to purchase a home to work travel ticket.
- Cycle to Work Scheme.
- Death in Service Benefit – Equivalent to twice your annual salary.
- Staff discount at Garden Court Café.
- Discounted performance tickets (subject to availability).

Making an application

A Job Description and Person Specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

This is an ongoing vacancy and candidates will be invited to interview as and when suitable applications are submitted.

Once we have found a suitable candidate, the vacancy will be closed without further notice.

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