

Shaftesbury Theatre

Business Development Manager

Purpose

A dramatic transformation of the Shaftesbury Theatre for the 21st Century began in 2016 with the completion of the award-winning fly tower. In Autumn 2018 we turned our focus to the public areas and to date have reconfigured the auditorium, upgraded and enhanced all toilet facilities, installed a sophisticated air handling system with heat capture, created the large 1911 bar and the Taffner Suite for hospitality and events, and installed a lift to give step free access to our stalls for up to 13 wheelchair users. Later this year we will open the Crewe Bar and Ray Cooney Room, our second hospitality suite. As a result, alongside our successful production and Sunday hires we will be developing our conference, event and partnerships business in our unique and beautiful Theatre.

The postholder will build and grow a new Business Development team tasked with establishing and developing a broad range of conference, events and partnerships and ensuring an exceptional quality of service to clients. This work will be supported by multidisciplinary departments including technical support from the Electrics and Stage departments and customer service engagement from the Hospitality and House departments. They will develop a network of contacts to attract new clients, research new market opportunities, creating a sales pipeline and forecasting revenue, in line with projected income.

The postholder is a head of department and reports directly to the Chief Executive and from time to time reports to the Financial Director. Their line manager will be the Chief Executive.

The ideal candidate will have a strong sales background with excellent entrepreneurial, marketing, analytical and communications skills.

Duties

- To identify opportunities to generate revenue by developing the conference and events offering by maximising the use of the available spaces within the Theatre.
- To manage the clients, planning and schedules and contracting for all events at the Shaftesbury Theatre.
- To work closely with the Hospitality, House and other departments, to ensure high quality delivery of conferences and events.
- To develop a comprehensive marketing strategy to maximise business development opportunities.
- To build long-term partnerships with new and existing clients and businesses.
- To effectively manage third party suppliers and contractors to secure and maintain appropriate services a wide range of events.
- To deliver reports, bi-monthly forecasts, function sheets, inventory and hire schedules, invoices and any other reports as requested by members of the Senior Management team.
- To generate accurate and detailed proposals and quotes for client events working in liaison with all departments in the Theatre.
- To make use of the Company's Event Management system, Box Office and Customer Relationship Management system and any other relevant business tools.
- To provide administrative support for the day to day running of the Business Development Department.
- To develop and maintain a good knowledge of food and beverage trends, event styling and hospitality solutions.
- To represent the Company by attending appropriate events, seminars and conferences for the purpose of networking and business development.

- To work on any special project as identified by the Senior Management team.
- To support the Company's communication objectives by sharing information with colleagues as appropriate whilst respecting confidentiality so that you and your colleagues have all the information you need to perform your duties effectively.
- To always comply with Company's Equal Opportunities and Health and Safety Policies.

Person Specification

Essential

- Educated to degree level or equivalent experience
- Proven experience in conference or events sales and marketing
- A drive to seek new business and a proven sales track record with a specific focus on B2B
- Experience in developing and delivering a successful events marketing strategy
- Experience of event organisation and management
- Good social skills
- Numerically literate
- Excellent spoken and written English
- Outstanding organisational skills
- Ability to remain calm and accurate under pressure
- The ability to work to tight deadlines
- A flexible attitude to working patterns
- The ability to communicate effectively at all levels
- The ability to handle and maintain confidential information
- Good working knowledge of Microsoft systems is required (Outlook, Word, Excel, and Power Point)
- Good personal presentation and customer focused skills
- The ability to take initiative
- A team player

Desirable

- A working knowledge of Yesplan Event Management Software and Headbox lead generation platform
- Certificate in events management, hospitality and/or marketing
- An interest in the London Theatre industry and its history
- An interest in Film, Television and Radio production

Application Process

Type of Role: Permanent - 40 hour 5 day week flexible over 6 days

Salary: In excess of £46,000

Location: Shaftesbury Theatre, 210 Shaftesbury Avenue.

Deadline for Applications: Thursday 1 June 2023

Interviews will be held on the Wednesday 7th June 2023

Please apply by sending your CV and a covering letter to vacancies@shaftesburytheatre.com with BD2023 in the subject line. We would also like you to fill in an optional [Equality and Diversity](#)

[monitoring form](#) and send this with your application. This will be detached and stored away from your application and kept anonymous.

We are an equal opportunities employer, and we actively encourage applications from disabled people and people from backgrounds currently under-represented in our team and the wider arts workforce. If you have any questions about this opportunity, please do not hesitate to contact us.

If you have any questions about this opportunity, please do not hesitate to contact us. If you require the job description to be sent to you in large text form or would otherwise like to discuss your access requirements, please email vacancies@shaftesburytheatre.com and we will do our best to provide this.