

## Job Description

<b>Job Title:</b>	<b>Sales Manager</b>
<b>Reports to:</b>	<b>Senior Sales Manager</b>
<b>Job Location:</b>	<b>Central London</b>
<b>Start Date:</b>	<b>ASAP</b>
<b>Salary</b>	<b>£33,000 per annum (circa) + bonus scheme</b>
<b>Contract Type:</b>	<b>Full time permanent</b>

### About BAFTA 195 Piccadilly

195 Piccadilly - Is BAFTA's headquarters; our venue allows BAFTA to; double its year-round charitable work to find and support new talent across film, games and television; offer essential support to the industry; and ensure that careers in film, games and television are open to all. It will also generate additional income which will be used to expand our learning programmes throughout the UK and globally.

We have just undergone an extensive refurbishment programme and our new and increased space will enable BAFTA to support over 80,000 people to develop a career in the creative industries each year

Here's a quote from - HRH The Duke of Cambridge KG, President of BAFTA

***"I am a passionate supporter of BAFTA and I couldn't be more proud of its ambitious plans to dramatically increase the support for new talent over the coming years."***

### AN OUTSTANDING VENUE IN EVERY WAY

#### Job purpose

The Sales Manager is responsible for generating revenue through event sales, using both proactive and reactive sales tactics to reach a departmental target of approx. £5M.

Reporting to the Senior Sales Manager this person will be working in a busy central London venue and liaising with a broad mix of clients. The Sales Manager will be tasked with promoting a newly renovated venue and working closely with the senior team to implementing the venue hire sales and marketing strategy.

#### Key responsibilities and accountabilities

- Support the Senior Sales Manager in achieving and exceeding the team sales targets through the following activity;
- Responsible for personally generating revenue in excess of £2m through proactive and reactive sales of the venue 'BAFTA 195 Piccadilly' to external clients
- Responding to client enquiries efficiently, qualifying leads and progressing clients to site visits and ultimately closing the sale and taking the booking to confirmation

- Inspiring clients with creative ways of presenting their event ensuring BAFTA 195 Piccadilly is the client's venue of choice
- Undertake all necessary contractual documentation for client confirmations and ensure payments are received according to the Terms and Conditions
- Upsell Food and Beverage, technical services and production for all client events in addition to the services of the Accredited Suppliers
- Skilfully negotiate with clients on pricing and find ways to "add value" to their events
- Understand seasonal pricing and the principles of yield management
- Develop key client accounts and increase repeat business
- Execute excellent multitasking, managing multiple projects at one time
- Support in the implementation and delivery of the venue hire strategy
- Develop and implement marketing strategies
- Understand budget and financial management and support in creating regular competitor and trend reports
- Build relationships with existing and potential corporate/private clients, venue finding companies, conference agencies and corporate & private supporters.

**Ideally you will have:**

- At least 3 years of sales experience in the Events Industry
- Experience of working in a venue or high end event supplier
- A proven track record in the delivery of sales targets
- Knowledge and proficiency using CRM system
- Strong knowledge and network across industry landscape to include corporate/private clients, venue finders, event planners and agencies and corporates
- Good all-round understanding of events (planning & delivery), hospitality, venue operations and event-related contractor management (F&B, production, theming & floral suppliers etc.)
- Passion for the Events Industry and an enthusiastic and proactive approach is a must

**Ideally you will be:**

- Highly motivated and target driven
- A confident communicator with excellent negotiation and organisational skills
- A tenacious team player with the ability to work in a fast paced working environment

## **ABOUT BAFTA**

**BAFTA** is a leading global charitable institution focused on championing creativity, opportunity and social change for all through the transformative power of film, games and television.

### **BAFTA's Vision:**

***We inspire new and unheard voices to become the future of the Film, Games and Television industries, we support talented people from all backgrounds to help them achieve their potential, we advocate progressive industry and cultural change, and we amplify and celebrate excellence across the screen industries***

**BAFTA's aims:** to champion the art and the craft, champion talent and champion the industry environment by:

- identifying and celebrating industry practice deemed exceptional by peer review, thereby elevating the art and craft of film, games and TV;
- providing talent with recognition, inspiration, access and long term support, in particular those under-represented and underprivileged in society;
- enabling a positive and inclusive environment, for an accessible, sustainable and connected industry.

## **DIVERSITY MONITORING**

Our aim is for our staff to be a diverse mix of talented people who want to come and do their best work. BAFTA is committed to increasing diversity, and maintaining an inclusive workplace culture. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability. Please take the time to fill out our [Diversity Monitoring Survey](#). All the information you provide will be anonymous and is not considered with your application.

## **APPLICATION PROCEDURE**

Please apply [here](#) and include a cover letter which in no more than 500 words explains why you think you are suitable for this position, what skills you have to be successful in this role and, in particular, an example of successful sales campaign you have managed end to end.