



JOB DESCRIPTION

Job Title:	Sales & Events Manager	Job Number: (Official use ONLY)	
Department / Service:	Princes Hall	Main location: (i.e. where primarily based)	Princes Hall, Princes Way, Aldershot, GU11 1NX
Hours of Work:	Mon-Fri 9am – 5.30pm Occasional evening and weekend work.	Post Restrictions: (e.g. politically restricted and/or sensitive)	No
Grade & Salary Band: (where appropriate)	Grade 4	Regulated Activity: (i.e. DBS check required)	No

Job Purpose:

(i.e. Context & summary of why the role exists)

To lead the delivery of events, sales, and marketing activity at Princes Hall, ensuring an excellent experience for hirers and customers. The postholder will manage the Sales & Events team, coordinate day-to-day tasks, and oversee to the implementation of agreed marketing campaigns and event logistics.

The postholder will work with organisations that hire the Princes Hall to hold events, acting as their primary contact and administering the process from the original booking, through to the smooth running of the event itself.

The postholder will build relationships with other organisations, community groups and local businesses with the intention of developing new business for the venue.

The postholder will be responsible for co-ordinating the sales and marketing activities at the venue, overseeing a team of four permanent staff. Alongside the Venue Manager, they will set all marketing strategies for the venue and work alongside the Sales & Marketing Officer to deliver effective marketing campaigns.

The postholder will ensure that the Sales and Events team maximise income generation to the venue through sponsorship, advertising, donations and Friends membership.

The postholder will also be responsible for overseeing event bookings at several of the Council's community centres.

Main Accountabilities/Responsibilities		
1	Managing the Hirings Process <ul style="list-style-type: none"> • Acting as the primary administrator for all hired events at the Princes Hall - from initial enquiry, through successful delivery, to post-event analysis. • Responsible for ensuring the venue's digital events diary system, <i>YesPlan</i>, is up-to-date and accurate. • Liaising with hirers to confirm details and ensure booking documentation is complete. • Requesting and recording risk assessments and public liability documentation. • Producing comprehensive event notes for venue staff, (technicians, FOH Managers, etc). • Liaising with the FOH & Bars Manager regarding all catered events. 	25%
2	Liaising with Hiring Customers <ul style="list-style-type: none"> • Answering hirings enquiries via email and telephone, ensuring prompt response times. • Providing quotes for events and negotiating hire fees. • Meeting customers to discuss potential events / forthcoming functions. • Providing a confident and welcoming face of the Princes Hall for all public, organisations and event hirers. 	10%
3	Development of New Hirings Business <ul style="list-style-type: none"> • Attracting new hirers and increasing usage of the venue. • Creating and developing relationships with local organisations. • Undertaking market research. • Developing and maintaining a hirings database. 	10%
4	Marketing <ul style="list-style-type: none"> • Co-ordinating the marketing for Princes Hall's visiting productions and the annual pantomime. • Alongside the Venue Manager, agreeing a list of marketing activities to offer visiting producers and the charges for activities and agreeing a marketing strategy for the venue, including strategies for use of social media. • Management of the Princes Hall website content management system (CMS). • Agreeing the schedules for creation and delivery of What's On brochures, Friends Newsletters and pantomime printed material, and overseeing the design of these products. • Copy writing and proof reading as required and to a high standard. • Monitoring of campaign effectiveness and audience trends via data analysis from the computerised Box Office system. 	20%
5	Ticket Sales <ul style="list-style-type: none"> • Overseeing the sales of tickets for Princes Hall events via the box office and online. • Acting as the administrator for the Box Office sales system, Spektrix. • Occasionally supporting in-person and phone-based ticket sales, as required. • Supporting delivery of the venue's sponsorship and advertising income strategy. • Overseeing the generation of additional income through cross-selling and up-selling opportunities, including Friends membership and donations. 	15%

6	<p>Finance and Budgets 10%</p> <ul style="list-style-type: none"> • Forecasting and monitoring budgets and achieving set income targets. • Providing figures and analysis for regular monitoring of financial performance. • Responsible for the accurate and timely invoicing of all hired events, sponsors and advertisers. • Producing statement of accounts for major hired events. • Recording payments on excel spreadsheets and keep accurate accounting records. • Chasing any outstanding payments.
7	<p>Staff Supervision 5%</p> <ul style="list-style-type: none"> • Managing a Sales & Events team of four part time staff, coordinating their daily tasks and ensuring their professional development. • Compiling the monthly Box Office rota and authorising any overtime claims.
8	<p>Front of House 5%</p> <ul style="list-style-type: none"> • Occasionally acting as a Duty Manager for certain hired events as required.
Other Accountabilities	
1	Actively promote and model the council's values and behaviours.
2	Take reasonable care of own health and safety, and that of other persons who may be affected by acts or omissions at work.
3	Ensure that service delivery complies with current regulations, accepted professional standards, the Council's policies and procedures and current legislation, including that covering data protection, health and safety, safeguarding children, vulnerable adults and equalities.
4	All staff are required to make themselves familiar and comply with the council's Safeguarding Policy and processes.
5	Undertaking any other duties that are commensurate with the requirements of the post

Budget responsibilities (if applicable)

Duties, Tasks & Activities	Budget (Provide details of the amounts involved and the extent to which these responsibilities are individual or shared with others)	Indicative frequency (i.e. how long)
<p>Expenditure:</p> <p>Responsible for overseeing spend on marketing activities, e.g. Facebook adverts, posters, etc.</p> <p>Able to make purchases and approve invoices.</p> <p>Income – see below.</p>	<p>2518-30237 (Publicity & Advertising) current budget £27,000</p> <p>Overall budget responsibility sits with the Commercial Manager – Theatre & Leisure, who handles budget monitoring.</p>	<p>Constantly</p>

Income responsibilities (if applicable)

Duties, Tasks & Activities	Income level(s) (Provide details of the amounts involved and the extent to which these responsibilities are individual or shared with others)	Indicative frequency (i.e. how long)
<p>Responsible for all income generated through hirings at Princes Hall.</p>	<p>2518-80101 (lettings) £180,000 in 2024/25</p>	<p>Constantly</p>
	<p>2518-80238 (corporate activities) £6,400 in 2024/25</p>	<p>Constantly</p>
<p>Responsible for overseeing all income generated through the council's community centres.</p>	<p>Total combined income of around £73,000 in 2024/25</p>	<p>Constantly</p>
<p>Responsible for overseeing the promotion and administration of the venue's Friends Membership Scheme.</p>	<p>2518-80302 (friends of PH) £7,750 in 2024/25</p>	<p>Constantly</p>
<p>Responsible for overseeing income generated through sponsorship and advertising.</p>	<p>2518-80319 (sponsorship) £5,700 in 2024/25</p> <p>In all these cases, the postholder is responsible for overseeing the day-to-day activities that generate this income, undertaken by themselves or members of the Sales & Marketing team. However overall budget responsibility sits with the Commercial Manager – Theatre & Leisure.</p>	<p>Seasonal. Majority around pantomime and twice-yearly What's On brochures.</p>

Staff Reports & Responsibilities

Reports	Title(s) or staff number	Grade	Level of mentoring, supervision and/or responsibilities
Responsible to	Commercial Manager – Theatre & Leisure	6	
Responsible for	Four permanent staff: Events & Admin Assistant Sales & Marketing Officer Sales & Development Officer x 2 Two casual staff: Casual sales clerks	3 3 3 N/A	

PERSON SPECIFICATION

Education, Training and Qualifications

	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Evidence of, and commitment to, continuous professional development	E	A/I
Relevant professional qualification	D	A

Knowledge

	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Knowledge of <i>Spektrix</i> ticketing system	D	A/I

Skills, abilities and experience

	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
Previous experience of working in a sales or marketing role	E	A/I
Experience of working in an arts venue	D	A/I
Experience of managing a team of people.	D	A/I
Excellent customer service skills	E	I
Good organisational skills	E	I
Good communications skills	E	I
Good understanding of finances	E	I

Able to work as part of a team	E	I
Enthusiastic and positive attitude	E	I
Attention to detail	E	I

Any other requirements

	(E)ssential or (D)esirable	How Assessed (i.e. (A)pplication form / (I)nterview / (T)ests or (App)raisal)
e.g working evenings and weekends, full driving licence/own car		
A passion for arts, event organisation and administration	E	I
Actively role models the Rushmoor Behaviours and Corporate Values, and commits to creating a positive, inclusive and diverse culture	E	A/I
Able to act on occasions as duty manager for events during evenings and weekends	E	I

Structure chart

