



Sales & Marketing Manager

Reports to:	Head of Communications, Conference & Events		
Department:	Communications, Insight & Innovation	Grade:	PO7
DBS Status:	Not required	Politically restricted:	No
<p>Job Purpose: To achieve the annual income target for Communications, Conference & Events by leading an integrated Sales & Marketing Team that maximises commercial income generated from advertising and sponsorship, the Film Office and from hiring out spaces in The Drum AND The Base (event spaces) at Brent Civic Centre, Wembley to external clients.</p> <p>Enable internal council departments to plan and manage their own meetings and events by efficiently coordinating the use of spaces in the venue on a day-to-day basis.</p>			
<p>Values Collaborate proactively. Lead inclusively. Embrace change. Be bold and curious. Celebrate and share our success.</p>			
<p>Job specific roles and responsibilities</p> <ol style="list-style-type: none"> 1. Make a positive contribution to the delivery of the service, this will include working flexibly and positively to achieve the objectives of the council. 2. Manage and lead staff to achieve high performance and effective operational delivery, including developing and improving staff capability. 3. Manage a customer focused service and the effective use of resources. 4. Ensure that the council's overall vision, values and ethos are central to the requirements of the service. 5. Support effective working relationships and act as an ambassador and advocate with external organisations. 6. Keep up to date with developments in service delivery and best practice to ensure the service performs effectively and to the highest standards. 7. Develop and implement sales and marketing strategies that achieve the commercial income target as set annually for the Conference & Events service, adapting to evolving needs and opportunities. 8. Oversee the development and execution of operational plans to ensure service delivery is effective, efficient and meets high standards; lead the integration of best practice and innovative solutions to enhance operational performance. 9. Lead and mentor staff to create a high-performance culture, including training and professional development to sustain capability and morale. 10. Engage with stakeholders to support the effective delivery of high-profile statutory public meetings (e.g. Full Council, Cabinet, committee meetings and the council AGM). 11. Maximise team efficiency and resilience by ensuring a multi-skilled workforce is trained and able to cover across roles; maintain a robust framework for ongoing training and development. 			

12. Manage the Sales & Marketing team budget, including monthly monitoring and producing quarterly summary reports against business plan projections, programme of activities and actions to achieve income targets.
13. Oversee procurement activity, ensuring suppliers are selected and managed in line with council policies and procedures and that contractual/compliance documentation is accurate and up to date.
14. Ensure an appropriate resource structure is in place, including use of agency staff during peak periods, and that staff are customer focused and multi-skilled to support sales and event delivery.
15. Attend trade shows and client events as required and in line with the agreed Sales & Marketing Strategy.
16. Proactively prospect and secure new business; implement robust account management to drive growth, optimise client satisfaction and enhance venue occupancy.
17. Develop, design and implement sales campaigns, promotional initiatives and strategic packages; analyse market trends/customer insight and use data to optimise performance and deliver financial goals.
18. Cultivate and manage an extensive network of contacts across private and public sectors to drive advertising and sponsorship opportunities; prepare and deliver presentations and proposals to secure partnerships.
19. Sustain strategic relationships with location managers and Film London to optimise filming income; oversee end-to-end management of large-scale productions across multiple locations, ensuring compliance and continuous improvement.
20. Carry out duties with due regard to Customer Care, Equal Opportunities, Information Governance, Data Protection, Health and Safety and Emergency Planning & Awareness policies and procedures.
21. Embed environmental sustainability into day-to-day work, contributing to the council's aim of becoming carbon-neutral by 2030.
22. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
23. Undertake any other duties commensurate with the general level of responsibility of this post.

Essential Requirements (key skills & qualifications)

Knowledge and Qualifications

1. Educated to degree level in sales, customer services/business or marketing, or able to demonstrate proven practical experience in a similar role.
2. Knowledge of how to draft and implement successful sales and marketing strategies based on evidence and insight
3. How to evaluate the effectiveness of agreed sales strategies to make recommendations for changes that generate more sales based on current market conditions and customer feedback

Experience

4. Extensive experience of achieving financial targets, including a track record of sales and business development achievement
5. A proven track record of excellent stakeholder management and first class customer service.

6. Hold a valid personal licence and be named as Designated Premises Supervisor (DPS) for Brent Civic Centre and thereby provide an essential point of contact for police, fire officers or licensing authority officers.

Skills and Abilities

7. Leadership and management skills including managing people, performance and budgets and leading customer focused teams which deliver excellent customer service
8. Sales and influencing skills including the ability to form productive, professional working relationships with external partners that enable income targets to be achieved or exceeded
9. Able to plan in advance, being well organised and producing action plans which are monitored and acted upon
10. Flexible and entrepreneurial approach with strong negotiating skills and the ability to work to tight deadlines and manage competing demands
11. Ability and willingness to work flexibly, including evenings and weekends
12. Ability to undertake manual handling, lifting and moving as well as the use of a genie lift and ladders.

Desirable Criteria

13. Evidence of significant relevant continuous professional development.
14. Excellent communication and interpersonal skills with the ability to clearly present information and engage with a range of stakeholders and audiences at all levels
15. A valid UK Driving Licence is desirable given the nature of the offsite working

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs