



Crafts Council

Gallery Sales and Business Development Manager

JOB DESCRIPTION

Job Title

Gallery Sales and Business Development Manager

Contract and Hours

Permanent, full time, 36.25 hours / 5 days per week, generally worked from Monday to Friday with flexibility required for evening and weekend working to support events taking place in the Gallery.

Crafts Council aims to support flexible working and part time arrangements where it is appropriate for the role.

Salary

£35,000 to £40,000 gross per annum based on full time working.

Role to Commence

As soon as possible from May 2024 onwards.

Reporting to

Finance and Commercial Director

About Us

The Crafts Council is the national charity for craft. We inspire making, empower learning and nurture craft businesses at a time when the public's interest in making has never been greater. We believe that craft skills and knowledge enrich and uplift us as individuals and in doing so will change our world for the better.

We do this through a variety of activities:

- We support craft makers and businesses to help them grow in the UK and overseas through training, mentoring, advice and by showcasing makers through our directory
- We hold the national Crafts Council Collection, acquired over our 50-year history
- We run learning and participation programmes for all age groups
- We publish as magazine Crafts, featuring inspiring stories about craft and making across the globe
- We present Collect international art fair for contemporary craft and design annually in London with leading craft galleries from across the globe participating



- We celebrate, promote, and share the work of the wider craft sector through our communication channels, helping more people learn and discover craft in all its many facets from everyday making through to museum exhibitions and shows
- We host exhibitions and events at the Crafts Council Gallery, based in Islington, London.

Discover more about our work [here](#).

About the Role

Reporting to our Finance and Commercial Director, you will be working to build revenue from the venue hire operation for the Craft Council's Gallery, situated in Islington.

With your great client relationship building skills, you will be responsible for maximising the commercial use of the venue, dealing with all event enquiries, and giving excellent client guidance.

You will be dealing with all external clients, existing and new, which will include agencies, corporate partners, charities and other organisations.

All the events will be of the highest quality, with the beautiful space within this historic building being offered with the commitment to realise its full potential.

By overseeing all sales, co-ordinating the diary, optimising income received and building relationships, you will ensure the venue becomes a key and competitive player within the exclusive venues of London.

This is about the ability to manage the whole process and deliver against key performance indicators in terms of commercial maximisation and usage, building relationships, managing a team and ensuring the great experience and service received makes clients want to come back time and time again.

Role Objectives

The postholder will:

- Be responsible for generating a profitable income stream for a newly launched commercial space in the heart of Islington just off Angel tube station
- Develop and manage the staffing and event operations, with additional resource as required

Main Duties

- Develop and execute a sales and marketing strategy to ensure ambitious income targets are met



- Maintain a pipeline of leads and opportunities, cultivate relationships to secure new business, including attendance at relevant events, securing visits to gallery from interested parties, promoting across local networks and forums
- Manage our visibility across suitable listings platforms
- Taking the lead on event enquiries, including hosting site visits and meeting and greeting clients on event days
- Focus on financial performance, continually monitoring income and costs against target and feeding back to the Finance and Commercial Director on expected performance
- Identifying gaps in the diary and working to fill them
- Analyse the current market and competitor venues and identify new events and opportunities to target using proactive sales and marketing initiatives
- Identify new revenue opportunities by introducing events and talks into the gallery offer
- Build and maintain a list of preferred suppliers, maintaining good relationships whilst reviewing their commercial value
- Managing the team and staffing of events; building a list of duty managers and front of house staff who can be called on for events
- Review and maintain our event contracts, negotiate with clients, and identify when legal support is required

General

The postholder will:

- Have a strong commitment to accessibility and social justice, ensuring that we are adhering to best practice
- Assist in developing and maintaining effective teamwork across Crafts Council
- Be flexible within the broad remit of the post
- Continuously seek ways to improve personal, team and business performance
- Attend and participate in Crafts Council performance, development, and training programmes
- Ensure that you comply with all Health and Safety regulations and safe working practice as required by current legislation and the Company's Health and Safety and Safeguarding policies and practices
- Understand the importance of equality and inclusion in the workplace
- Always promote the highest level of customer experience

This position may include occasional evening and weekend work.



PERSON SPECIFICATION - Gallery Sales and Business Development Manager

AREA	ESSENTIAL / DESIRABLE
Experience, Knowledge, Training	
A team player working with staff and casual support, but also be happy to work alone, managing your own time effectively and staying organised, especially during busy periods.	E
A strategic thinker, strong leader and an outstanding communicator, and commercially minded, with a proven track record of converting sales within the events industry.	E
Experience of creating a successful sales and marketing strategies, which includes key account management and business development.	E
A broad understanding of the events industry and the London venue market is necessary, particularly key venue finding agents.	E
Experience managing and delivering a variety of events, such as weddings, conferences and receptions.	E
Proven project and financial management experience.	E
Comfortable managing volunteers, freelancers or creative practitioners.	E
Skills, Abilities, Aptitudes	
Strong written and verbal communications skills, comfortable dealing with a wide range of people with an excellent telephone manner and strong client-facing skills.	E
Skilled at building and maintaining relationships with a range of stakeholders.	E
Self-motivated, with the confidence to drive activity forward - problem solving when necessary.	E
Commitment to accurate reporting and learning from events.	E
Interests, Qualities, Values	
Curiosity, kindness, considered ambition.	D
An interest in contemporary art craft and design.	D
Interest in & commitment to equity and social inclusion.	E
Commitment to environmental responsibility and willing to embed best practice into work.	E
Commitment to upholding our core values, being pioneering, open and playful.	E



How to Apply

Please provide a CV and covering letter including the following information:

- Your interest in working for the Crafts Council and this position
- Details of your relevant knowledge, skills and experience
- Tell us about a recent event / activity you have attended including what you enjoyed about it and what could have been improved

Please email your CV and covering letter to recruitment@craftscouncil.org.uk.

Please complete our Equal Opportunities Monitoring Form [here](#).

Deadline: 12 noon Tuesday 9th April 2024

Interviews: Tuesday 30th April onwards

To apply for the role, you must be eligible to work in the UK. Crafts Council is not a sponsoring organisation.

If you have any questions or to submit applications or request information in an alternative format, please email recruitment@craftscouncil.org.uk.

Equity and Inclusion

We aspire to remove barriers and be open to all and strongly encourage applications from individuals currently underrepresented in the creative and cultural sectors. This includes but is not limited to people of African or Caribbean heritage; Arabic heritage; Latin American heritage; East Asian, South Asian and South East Asian heritage; people from traveller communities; disabled people; LGBTQIA+ people and people from a low-income background.

We fully support [Access to Work](#) applications.

If you would like more information about accessibility before applying to a role or attending an interview, please refer to our [access document](#). Contact recruitment@craftscouncil.org.uk for further support.

Our Benefits

We offer a flexible and supportive working environment, with a range of benefits and opportunities to develop.

This Includes:

- 7% Employer and 3% employee pension contribution
- Flexible and hybrid working for staff, where possible for role
- 25 days holiday plus bank holidays per year - pro rata for part time staff. With additional paid leave between Christmas and New Year.



- Company Sick Pay offering 65 days basic pay in any rolling 12-month period
- Competitive Maternity, Paternity and Shared Parental Leave policy
- Home life leave
- Regular training opportunities & personal learning time
- House moving day
- Employee Assistance Programme including in-person counselling
- Interest free Season Ticket Loans and Cycle to Work scheme

Discover more about the Crafts Council [here](#).