

Job title	Events Sales Executive	Location	Office based
Department	Toynbee Hall Trading	Length of contract	Permanent
Work at different locations	Y	Safeguarding level	DBS required
Reporting to	Manager: Head of Commercial and Operations Dotted line manager (if there is one): Venue and Events Manager	Direct reports	NA
Working Hours	35	Working Pattern	35 (5 hour of which may be out of normal working hours – early, morning and weekends)

About Toynbee Hall

Based in the East End of London since 1884, Toynbee Hall is a charity working alongside people facing poverty, injustice, and inequality to build a fairer East London. We provide vital advice and support, working in partnership to tackle unfairness and ensure everyone has an equal chance to thrive.

We have recently launched a new strategic plan which reinforces that our purpose is to build a fairer future with an end to poverty, injustice and inequality.

We work towards this by:

- Addressing poverty and injustice through advice and support and influencing systemic change.
- Shifting power to people and communities affected by injustice and inequality.
- Collaborating to end poverty and build fairer systems and institutions. What we want to see in the world starts with our community and our organisation.

This means:

- Working together to build a thriving local community where people have the resources they need, feel their voices are heard and are optimistic about the future.
- Being a good employer, where people are treated fairly, feel engaged and empowered, and work together to achieve our shared vision.
- Acknowledging the role Toynbee Hall has historically played in civic society while recognising that our role now is to shift power, to be an effective partner, and to amplify voices that are less likely to be heard.

What we learn from our work in east London we use to inform and influence wider policy – working to influence change in structures, systems and policies.

Department background



Our commercial team is responsible for generating income for the charity from our venue hire business and is a key part of enabling the successful delivery of our charitable activities:

- This role is based in our commercial team and works directly with our Welcome Hosts, Venue and Event manager and our Head of Commercial and Operations.
- The venue hire team consists of 4 members of staff as outlined above, you will also work with our operations team and comms lead.

How we work

Our values are Inclusive, Courageous and Empowering and we expect everyone who works with us to work in a way that aligns with these values and to do their utmost to deliver our strategic objectives according to their role.

Job purpose

The role of the Events Executive is primarily to grow our venue hire business and secondly to support the direct delivery of events.

Scope of role

We are looking for someone who has direct experience of this type of role and can demonstrate the ability to self-start, explore and develop relationships in a market to create new business opportunities and income.

For this role, you will need to be motivated, flexibility of approach, commitment, and rigor to deliver our business plan goals.

Event Sales and Marketing

60% of the role is to employ tactics to generate venue hire and events business income. Predominantly, this will relate to growing the value and numbers of organisations booking the venue through direct sales activity and marketing.

Event Delivery Support

The remaining 40% of the role is supporting direct event delivery, working with the Event and Venue Manager to ensure that the activities are delivered to a high standard to retain clients.

We are looking for someone who cares about doing a great job for our customers as well as having the ability to generate income.

We try hard to make Toynbee Hall a great place to work – and you would be joining an outstanding, diverse team who have supported each other and shown great innovation and resilience over the past year and for many years before.

Key working relationships

Your key internal relationships are with the venue and event manager and the head of commercial and operations.

External relationships are critical and you will be expected to liaise with a very wide section of new customers and existing customers of the venue hire business.

Key Responsibilities

Event Sales and Marketing

- Generating new customers and markets (both new business and managing inbound enquiries).
- Growing income – Achieving targets related to events income, sales and other key metrics.
- Managing administration relating to the sales process, including meticulously capturing and recording all required information to our sales and marketing CRM system.
- Developing customer relationships, making sure our customers have the best experience and resolving or escalating issues when required.
- Working with the Venue and Event Manager and The Head of Commercial and Operations to run campaigns to target new market segments.

Event Delivery Support

- Supporting the Event & Venue Manager where required.
- Ensuring events are delivered to a high quality and supporting the events delivery team when required. As a team, when required we all work together to get the job done, whether that is cleaning, setting up or serving food and beverages.
- Taking a shared responsibility to support the delivery of events on evenings, weekends and early mornings.

General

- Engaging with and, where appropriate/agreed, lead relationships with key partners in the sector
- Contributing to the overall development and implementation of Toynbee Hall's strategy
- Building good working relationships across the organisation
- Representing Toynbee Hall to external audiences
- Developing an open and 'critical friend' dialogue within our programmatic work
- Undertaking any other appropriate responsibilities that may arise

Managing Yourself

- Working toward an agreed annual work-plan meeting targets and milestones
- Prioritising and managing your workload
- Take responsibility for your personal development and seek out opportunities for support and development

Person Specification

The successful candidate will demonstrate:



We are looking for someone who can show us:	Essential /Desirable
Able to communicate effectively with customers on the phone and face-to-face.	Essential
Understand how to convert opportunities to business.	Essential
Experience in sales and customer service.	Essential
Understand the importance of forecasting and report back on pipeline on a regular basis and able to forecast when shown our process.	Essential
Administration skills – including the ability to use all the standard Microsoft packages, plus the use of our sales and marketing focused CRM	Essential
The role requires attention to detail, numeracy and literacy skills.	Essential
Alignment with Toynbee Hall’s mission and strategy	
Alignment and willingness to work in line to our values: <ul style="list-style-type: none"> - Inclusive - open-minded, transparent, convening and collaborative; seeking fresh and alternative perspectives. - Courageous – principled, ambitious and acting with integrity. - Empowering – shifting power, sharing our knowledge, enabling people to take action for themselves 	
An understanding of safeguarding and willingness to develop understanding further	
Event delivery experience	Desirable
Good understanding of Safeguarding, health and safety in the workplace, data protection principles, and equal opportunities	Desirable

How to Apply

Please send your completed application form to: application@toynbeehall.org.uk.

Recruitment Timetable

Closing date for applications: 18th April 2024

Interviews: Week Commencing 22nd April 2024