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**Venue Hire Sales Executive**  
Pitzhanger Manor & Gallery Trust (PMGT)

Job Description

Location: Pitzhanger Manor & Gallery, Mattock Lane, London W5 5EQ   
  
Reporting To: Head of Commercial and Operations

Hours of work: 0.6 FTE, 3-Year Fixed-Term

Salary: £23,400 for 21 hours per week (£39,000 per annum FTE)

**Role Overview**  
Dynamic & highly motivated Venue Hire Sales Executive, responsible for driving venue hire revenue by promoting and managing bookings across Pitzhanger’s unique and elegant spaces. The role will involve raising awareness of Pitzhanger’s Private Hire offer, targeting new business, identifying potential clients, developing relationships, and growing Pitzhanger’s event business.

**Key Responsibilities:**

* Oversee the implementation and development of Pitzhanger’s private hire marketing plan and reporting its success and challenges
* Actively sell Pitzhanger Manor and Gallery’s venue spaces for private, corporate, and public events to achieve financial targets.
* Innovatively promote Pitzhanger Manor & Gallery through external marketing channels and evaluate the ROI for each activity.
* To shape, implement, monitor and adapt the annual plan for the branding and marketing of events from web, print and social media in agreed formats to promote Pitzhanger’s brand and to successfully grow the venue hire business in line with targets; to oversee and monitor marketing and sales platforms; to secure photography of events for use in marketing.
* Develop and implement a sales strategy to maximize revenue from venue hire.
* Build and maintain relationships with event agencies, party planners, corporate clients, and individuals to increase bookings.
* Accurately maintain and grow a client database by recording all customer profiles and booking information.
* Convert reactive enquiries into confirmed revenue through effective negotiation, timely proposals, and innovative selling techniques.
* Negotiate and manage contracts, ensuring terms and conditions are clear, and expectations are aligned.
* Represent Pitzhanger Manor & Gallery at exhibitions, trade associations, and other events as appropriate.
* Track and report on promotional and sales performance, maintaining records of enquiries, bookings, and financial performance.
* Collaborate with the marketing team to develop promotional materials and campaigns for venue hire.
* Ensure the highest standard of customer service, maintaining Pitzhanger’s reputation as a top venue in West London.
* Actively seek out new markets and opportunities for business growth.
* Set up appropriate systems processes for monitoring sales success.
* Managing careful handover of booked clients to the Events Management team

**Person Specification:**

* Proven experience in delivering proactive and reactive sales within a venue, preferably in corporate, cultural or arts-related settings.
* Proven ability to work towards financial targets, delivering high-quality outcomes within tight deadlines.
* Strong negotiation skills with the ability to inspire customer trust and confidence.
* Strong understanding of the events industry, knowledge of the London venue hire market, particularly within heritage or cultural venues (desirable).
* Excellent communication, negotiation, and relationship-building skills.
* Exceptional organisational skills with the ability to manage multiple enquiries and stakeholders simultaneously.
* Self-motivated with a proactive approach to achieving targets and driving revenue.
* Excellent interpersonal skills and a commitment to providing exceptional client service.
* Flexible and adaptable, with a willingness to work outside normal office hours as required.
* A team player with a positive, solution-focused attitude.
* Passionate about heritage, arts, and culture, with an understanding of Pitzhanger's unique position within the sector

**Experience:**

* Minimum of 2 years of venue sales experience, preferably in corporate events
* Excellent IT skills, including proficiency in CRM systems and standard office applications (Excel, Word etc)
* Ability to work under pressure and meet sales targets.
* Networking exposure with a track record of building strong client relationships.
* Strong verbal and written communication skills, with experience in preparing quotes, proposals, and reports.
* Social media and marketing experience, particularly in reporting on campaigns.

**What We Offer:**

* Competitive salary
* Opportunity to work in one of London’s most historic and unique venues.
* A creative and supportive work environment.
* Discounts in the Cafe, shop and Pitzhanger’s events programme
* 5% Pension plan contribution