



Job Description and Person Specification

Sales

Location: Central London

Salary: £30,000-35,000 (depending on experience) - plus KPI driven bonus and benefits

Reports to: Senior Management

Duration: Full Time, Permanent

Closing Date: 24 November 2023

Context

A fantastic opportunity has arisen for a Sales Manager to lead on all ticketing, sales and private events at Twist Museum London.

Twist is a trailblazing concept that marries deep immersive experiences with the education of a museum, incorporating elements of the most successful visitor attractions. Science, technology and fun are at the forefront of what we do.

Twist is a trip down the rabbit hole into the world of illusions. Not just experiencing the strange and unknown, but understanding it. How do illusions work? When all your senses are deceived, what happens to the brain? And how do these stimuli shape your sense of reality? Twist was founded to examine the science behind such questions through fun, interactive exhibits for the whole family.

Twist Museum London will act as a launchpad for international expansion.

About the Role

This position is an opportunity to be involved at the early stages of this new venture, working closely with the Management team to devise and drive the structure for ticketing sale strategies along with private hire events, trade offerings and school bookings.

The Sales Manager will be accountable for the creation of general admission sales strategies, secondary offerings, expanding the sales department in line with business growth, and adhering to sales budgets / targets.

The role offers the rare opportunity to launch, manage and develop a new branded concept that delivers a unique customer-focused experience.

Key deliverables:

- Sell private hire event packages for corporate event bookings, staff parties and upsell added value events eg. adult only evenings, sensory parent and baby events;
- Drive the school and education bookings and offering. Including setting prices and structuring the schools experiences whilst on site; and
- Develop and release of the structure of ticket packages and general admission tickets.

Key Responsibilities

- Host sales meetings, including forecasts, financial trackers and client engagement plans

- presenting to directors and key stakeholders;
- Structure ticketing offerings and release general admission tickets. Including the creation of a dynamic and competitive pricing structures for all ticket types and secondary offerings;
 - Be the driving force behind the creation of secondary packages and proposals for new enquiries, events and school bookings;
 - Plan and assist with the venue open days, trade nights, showcases and ensure key partners, existing and new clients are in attendance;
 - Respond to all enquiries in a timely manner;
 - Provide effective account management of high profile new and existing clients to grow revenue and increase repeat bookings;
 - Work with clients to organise and deliver events that are well-executed and exceed customer expectations;
 - Set up contracts and be the point of contact for all catering partners, drinks providers and vendors. Work in partnership with the catering providers, contractors, and TWIST colleagues to deliver high-quality experiences to plan;
 - Create a secondary product offering and sale strategy for school bookings and educational experiences;
 - Oversee administration and data capture on the CRM system (Salesforce) to ensure accurate customer records, contact information, invoices and credit notes;
 - Ensure prompt payment from clients of all invoices and follow up any aged debtors;
 - Support the Senior Management Team in the creation of general admission ticket offerings and execution of ticket packages;
 - Work hand in hand with the Operations Management team on site to support the execution of all on site events;
 - Work hand in hand with our ticketing platform to ensure sales are up to date, competitive and conversions are monitored.

Skills, Experience & Knowledge

- Minimum 3 years' venue/event sales experience with a good understanding of the sales cycle, from enquiry and conversion, to upselling and invoicing;
- Minimum 3 years' practical event management experience;
- Track record of achieving team/personal targets;
- Experience of account management;
- Strong relationship building and networking skills, both internally and externally;
- Use of CRM software, specifically Salesforce;
- Skilled in using data to inform decision making;
- Knowledge of working within visitor attractions and multi-use venues;
- Previous experience working closely with schools and the education sector is desirable.

About you

- Culturally astute and have an instinct for the next big cultural trends in the visitor attraction sector;
- Fantastic stakeholder management skills - enjoy working with people and see team work as crucial to success;
- Proven IT skills including Microsoft Office, databases, and report generation;
- Strong numeracy skills for data interpretation, reporting and budgeting;
- Excellent verbal and written communication skills;
- Passion for working within arts and entertainment sectors;
- Keen attention to detail in all aspects of work with the ability to organise and priorities

- workload to meet challenging demands and deadlines; and
- Strong visual literacy and copywriting skills.

Benefits

Career Progression: This role is ideal for an ambitious and motivated person who believes in the brand and feels passionately about simultaneously growing and expanding both the brand and their own career. Due to the planned fast international expansion of the brand, exciting career opportunities will be opening within the organisation.

Annual Leave: 25 days holiday, rising to 26 days after two continuous years of service and 27 days after 5 years of continuous service, plus 8 Bank Holidays. You may be required to work on some of the Bank Holidays, you will then be entitled to take a day off in lieu.

Pension Scheme: Generous Employer contribution.

How to apply

We are committed to equal opportunities and diversity therefore all qualified applicants will receive equal consideration for employment.

Applicants are invited to apply in confidence by submitting a CV together with a covering letter indicating how their knowledge and experience match those specified. Please email your application, in confidence, to: Sharmane Barrett, sharmane@twistmuseum.com by 24 November 2023

Please don't hesitate to email in advance of your application with any queries or requests for further details.

NO AGENCIES PLEASE