



Sales and Events Manager

Location: Knightsbridge & Oxford Circus

Office requirement: 5-days in-office

Salary: Competitive

Duration: Full Time, Permanent

Context

A fantastic opportunity has arisen for a data-driven and growth-focused Sales and Events Manager to support the sales and events function 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.

About the Role

We are seeking a data-driven Sales and Events Manager to spearhead corporate event sales at Twist Museum. This role is perfect for a dynamic, proactive individual who thrives in a fast-paced environment and is committed to enhancing visitor experiences while maximizing revenue. We're looking for someone who excels at seamlessly integrating all aspects of event coordination and pipeline management to drive sales and help us achieve our ambitious goals. You'll have a solid background in designing and managing private hire event packages and will take ownership of event planning and execution in partnership with the marketing and operations teams.

This position offers an exciting opportunity to join a high-growth startup in the entertainment sector, working closely with the leadership team to shape the event sales strategy for corporate and private hire events. Not only does this role offer a dynamic work environment, but it also provides a clear path for progression as the company continues to grow and scale.

Key Responsibilities

Sales and Events:

- **Event Package Development:** Be the driving force behind creating event packages and proposals for new enquiries and corporate events.

- **Lead Generation and Conversion:** Develop a sales funnel by running targeted cold outreach campaigns, tracking progress, and converting leads into new business opportunities.
- **Competitor Benchmarking:** Drive competitor analysis to shape event packages, pricing strategies, and sales tactics, ensuring Twist's offerings stand out in the market.
- **Sales and Event Metrics:** Drive ongoing growth in sales and events by setting clear objectives, key results (OKRs), and key performance indicators (KPIs).

Event Management and Partnerships:

- **Client Relationships:** Work with clients to organise and deliver events that are well-executed and exceed customer expectations.
- **Operational Excellence:** Set standardised operating procedures (SOPs) across all stages of event planning and execution, ensuring each event is optimized for maximum efficiency and client satisfaction.
- **Partnership Management:** Build relationships with caterers and beverage partners, negotiating contracts, pricing, and customized commission structures to enhance event quality and boost profit margins.
- **Private Hire Platforms:** Manage private hire platform listings (e.g. Tagvenue, Headbox, etc.) and bookings to maximise venue utilization and enhance revenue from private events.

Operational and Financial Oversight:

- **Monitor Event Profitability:** Take ownership of event profit and loss, ensuring financial targets/KPIs are achieved.
- **Reporting and Forecasts:** Lead weekly sales meetings, providing actionable insights to senior management on sales progress, funnel health, and team productivity.
- **CRM Management:** Own Twist's CRM system and daily operations to ensure alignment with sales objectives and company goals.

Knowledge and Skills

- Venue/event sales experience with a good understanding of the sales cycle, from enquiry and conversion, to upselling and invoicing
- Familiarity with leading venue finders including: TagVenue, Headbox, DesignMyNight, HireSpace, Venue Finder, etc.
- Track record of achieving team/personal targets
- Experience of partnership and account management
- Strong relationship building and networking skills, both internally and externally
- Use of CRM software (Sales Force, Klaviyo, Hubspot or Mailchimp)
- Skilled in using data to inform decision making

About you

- Skilled sales negotiator with an understanding of events and/or attractions
- Having a network of relationships within the entertainment sector is a plus but not required
- Strong numeracy skills for data interpretation, reporting, and budgeting

- Excellent verbal and written communication skills
- Passion for working within the arts and entertainment sectors
- Keen attention to detail in all aspects of work, with the ability to organize and prioritize workload to meet challenging demands and deadlines

Benefits

- 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
- Annual Leave: competitive plus 8 Bank Holidays
- Pension Scheme: Generous Employer contribution
- Season ticket loan and cycle to work scheme

How to apply

Please email your application to Heidi Megele at: heidi@twistmuseum.com

If you're passionate about this role and excited to grow with us, we strongly encourage you to apply - even if you don't meet every listed qualification just yet. We'd love to hear from you.