



Sales & Events Manager

Location: Central London

Salary: Competitive

Duration: Full Time, Permanent

Context

A fantastic opportunity has arisen for a Sales and Immersive Events Manager to lead on all group sales and 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 I see the world around me? 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 all the family.

Twist Museum London is in a stage of growth and this is a perfect opportunity to join during our international expansion.

About the Role

This position is an opportunity to create and drive an entirely new business line for an already popular Central London immersive space with excellent potential for growth from multiple groups.

The Sales and Events Manager will be accountable for the creation of new event products, drive new business growth, expanding the sales department in line with business growth, and adhering to sales budgets / targets.

Key Responsibilities

- Revenue Growth: Design and create distinctive event packages for large corporates, groups and schools in line with Twist's distinctive USP.
- Sales & Business Development: Develop and execute sales strategies to attract new client groups.
- Event Planning & Execution: Full ownership and management of all aspects of the sales pipeline; from event coordination, concept and sales inquiries to final execution, ensuring an exceptional experience for all attendees throughout.
- Client Relationships: Build and maintain relationships with corporate clients, tourism partners, and sponsors to grow revenue and expand brand presence.

- **Marketing Collaboration:** Work closely with the marketing team to develop, promote and track events and sales packages across digital, social media, and traditional marketing channels.
- **Team Management:** Coordinate with internal teams including operations, customer service, and facilities to ensure flawless event execution.

Skills, Experience & Knowledge

- 2+ years of experience working in Event Sales positions with a pre-existing network of contacts within the events and hospitality industry.
- Proven experience in event planning, sales, or business development, preferably in entertainment, hospitality, or tourism industries.
- Strong networking skills with the ability to build and maintain long-term client relationships.
- Excellent organisational and multitasking skills, with a keen eye for detail.
- Results-driven with a track record of meeting and exceeding sales targets.
- Ability to thrive in a fast-paced, creative, and ever-changing environment.
- Passion for the arts, entertainment, and creating memorable visitor experiences.
- Strong communication and negotiation skills, both written and verbal.

Why Twist

Twist Museum is London's leading destination for immersive, interactive edutainment; where cutting-edge technology meets curiosity and play. We collaborate with world-class artists, scientists, and innovators to create experiences that inspire people of all ages to engage with the world differently. As a fast growing, ambitious organisation at the intersection of culture, science, and experience design, Twist offers a rare opportunity to do meaningful, creative work that genuinely moves people. If you want to be part of a team shaping the future of in-person entertainment, this is where you belong.

Twist is still evolving. This isn't a fixed role - it's an opportunity to help build something new. If you like learning, playing, and creating experiences people remember, we'd love to hear from you.

Benefits

- Casual dress
- Company pension

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.