



**CATFORD  
MEWS**



**EALING  
PROJECT**

**SIDCUP  
STORYTELLER**

## Events & Sales Manager, Really Local Group

### About Really Local Group

Founded in 2017, Really Local Group restores local infrastructure by creating inclusive and affordable venues, uniquely designed to reflect the local needs and act as a community hub.

The company has transformed a diverse range of disused locations and now runs: Catford Mews, Ealing Project, Peckham Levels, Reading Biscuit Factory and Sidcup Storyteller. The venues have a bespoke cultural offer, including cinema, a live entertainment space, a community-based events programme, workspace, a full-service bar and cafe stocking local brands, and, where possible, a food market.

We entertain with film, comedy, live music, games, food and drink and provide a safe, welcoming, accessible and flexible place for the community to use for many other purposes.

We are a small team with big ambitions to bring redefined spaces to the heart of local communities.

### Objective of the Role

Reporting to the Operations Director, the Events & Sales Manager will be responsible for maximising Really Local Group's sales potential and achieving its targets.

As a key member of the RLG team, the Events & Sales Manager will be responsible for setting key revenue and profit targets and delivering them the entire portfolio of sites, but with a particular focus on Catford Mews and Ealing Project.

The role will be responsible for managing events from first discussions through to delivery. The Events & Sales Manager will be required to pro-actively acquire new leads and build a strong portfolio of potential clients.

Events that the Events & Sales Manager will be responsible for leading on range from private film screenings, corporate events, film festivals, to comedy nights, special events, and local community events.

We are looking for an experienced sales manager with an entrepreneurial spirit who will be an integral part of growing the Really Local Group business. The Events & Sales Manager will be tasked with finding innovative ways to increase sales revenues, by continuously delivering on strategies for new potential clients, events and revenue streams.

### Key responsibilities:

- Build a portfolio of potential leads, including corporate clients, local businesses and industry contacts
- Set targets for sales that support RLG's wider financial budget

- Create sales strategies and tactics for proactive sales to create long and short-term opportunities
- Manage all incoming sales requests, as well as delivering proactive outreach to potential leads
- Keep track of sales opportunities and regularly report on progress to the Ops Director and CEO
- Develop pricing structure, event opportunities and key sales materials to help support sales outreach
- Create outreach to ensure each RLG venue has a regular cadence of events to boost their F&B revenues (e.g. quiz nights, comedy clubs, board game nights, bingo)
- Identify new events, opportunities and markets and present ideas for innovative and new sales routes to RLG's exec team
- Own the entire process of the event from initial discussion through to invoicing
- Support the venue teams with the delivery of each event and ensure maximum client/customer satisfaction
- Work with the marketing team to actively promote events and sales opportunities across all of RLG's channels (including CRM and social)
- Carry out site visits with potential clients to showcase the venues and share the opportunities for events
- Regularly engage with clients to develop relationship management
- Work closely with each venue manager to ensure client outreach and events are suited to the needs of each individual site
- Regularly review sales opportunities and KPIs to make sure targets are being met and stretched

### **Requirements:**

- Minimum of 2 years' experience in a similar role
- Strong sales experience in sales/events/hospitality
- Experience with managing a diverse portfolio of clients and multiple projects simultaneously
- Demonstrate commerciality through experience of selling profitably, sales negotiations, maximising sales, achieving targets and writing sales strategies
- Strong understanding of marketing and IT tools to support sales opportunities
- An excellent command of the English language
- Excellent organisational and communication skills

### **The Package:**

£35,000 to £40,000 base salary dependent on experience (plus bonus scheme), with 20 days holiday per year (excluding bank holidays).

The role will be based in and around Greater London, split across the venues (focusing on Ealing Project and Catford Mews), with the opportunity to work from home from time to time.

Discounts on our food and drink in-venue and tickets to as many of our films and events as you can manage!

## **Application:**

Please send your CV and supporting cover letter explaining why you want to join the team to [careers@reallylocalgroup.co.uk](mailto:careers@reallylocalgroup.co.uk) with the subject line: Really Local Group – Events & Sales Manager **by 23rd October 2023**.

## **Equal Opportunities Employer**

Really Local Group strongly supports equal employment opportunity for all applications regardless of race, colour, religion, sex, gender identify, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information or identify or expression, or any other characteristic protected by law.