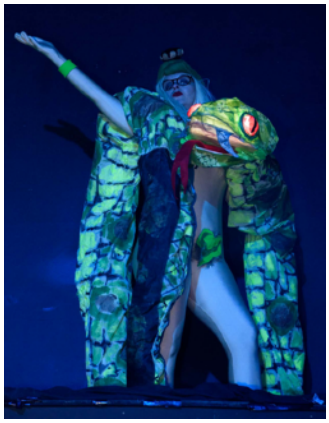
THE OLD ELECTRIC
Blackpool • Estd 2020

The Old Electric Business Manager

We are seeking a proactive Business Manager to join our team at an exciting point in our organisational development. Someone who is responsible for: setting and meeting sales targets; generating income through various streams including space hires, ticket sales and sponsorships; creating effective marketing campaigns leading to income generation.

The successful candidate will understand the need for collaboration with a variety of stakeholders to support the venue's core mission of providing creative activities for those least connected to the arts in Blackpool. They will recognise the commercial opportunity of the venue and the programme, and will maximise organisational income by seeking opportunities for exploitation of both for revenue generation. They will quickly be able to identify potential income streams which exist or could be developed including, but not limited to; space hires, ticket income, refreshment and merchandise sales, membership schemes, corporate sponsorship, individual donations, government and local authority support; creating tailored and effective marketing and communications campaigns and efficiently managing delivery resources to ensure profitability.

Working closely with the Artistic Director, Administrative Assistant, Finance Assistant, Marketing Assistant, Board of Trustees, Volunteers and Freelancers, as well as our audiences, participants, project partners and potential collaborators of the future; you will be able to forge and sustain strong relationships with a broad range of people inside the organisation and beyond. If you love Blackpool and want to be part of an ambitious organisation who are at the forefront of shaping the town's cultural offer then this could be the role for you...



The core responsibilities of the Business Manager at The Old Electric include:

1. **Income Generation:**
   - delivering income generation activity with a focus on maximising current assets including venue, equipment and people to set and meet financial targets
   - developing and implementing a sales plan which centres on growing existing income streams and driving new enterprise through securing contract and commercial income
   - testing a range of new events that support our values and achieve profit
   - maximising donations from ticket sales including via online opt-ins, pay-it-forward schemes and bucket collections at appropriate points as well as via secondary spend within the building
2. **Marketing and Communications**:
   - planning, implementing and monitoring marketing plans which establish appropriate targets to increase visitor numbers across all programmes
   - representing the organisation at sector meetings, conferences and events, proactively engaging with new prospective clients; improving on opportunities for lead generation through networking with decision-makers via digital and face to face channels and events
3. **Financial Management**:
   - compiling sales data for weekly and monthly reports and participating in quarterly financial meetings and reviews as scheduled.
   - developing and maintaining accurate systems for budget monitoring that clearly communicates payment terms to all and ensures invoices are issued and paid accurately and on time
   - preparing and contributing to organisational reporting needs for funders, Board and other stakeholders with a strong attention to detail and within agreed timescales
4. **Relationship Building + Resource Management**:
   - identifying, cultivating, negotiating and securing new corporate supporters, subsequently servicing contracts and ensuring credits and benefits are delivered in line with agreements
   - managing all face to face, email and telephone enquiries effectively and ensuring excellent customer service is provided at all times via management of appropriately trained staff
5. **Strategic Planning**:
   - initiating a system of quantifiable measurements of performance for sales, marketing, customer experience and profitability across all programmes via a clear and appropriate KPI system that feeds into our organisational objectives
   - undertaking any other duties, as requested by the Board of Trustees that are commensurate with the job title and grade of the post

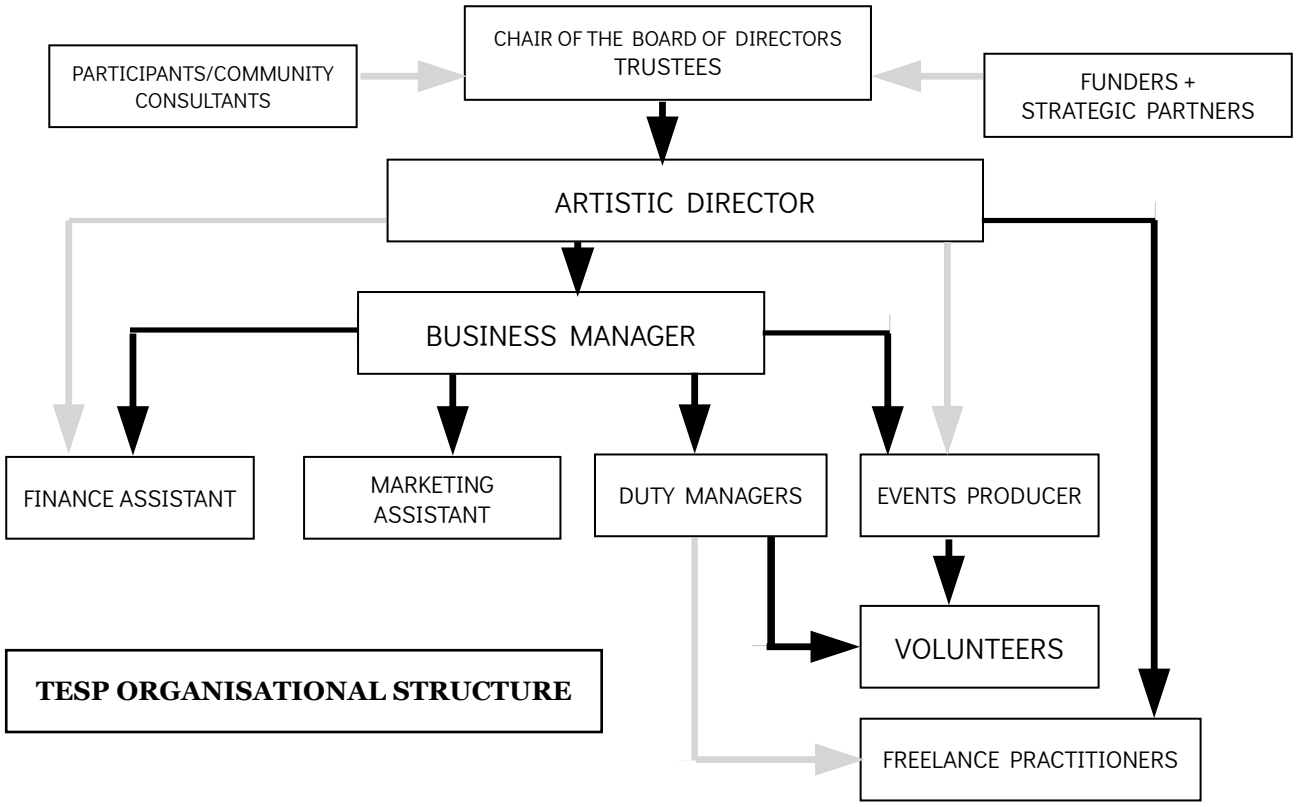
Essential Skills, Experience and Strengths:

- At least 3-years experience in a business/sales role with a focus on client acquisition including using sales performance metrics
- Application of effective marketing strategies to meet and exceed targets including but not limited to print, web, email, social media, PR
- Demonstrable ability to communicate, present, and influence key stakeholders at all levels of an organisation using excellent verbal, written and interpersonal communication skills
- Solid experience with MS Office (particularly Excel) and GoogleSuite and understanding of automation of digital systems/reporting mechanisms
- Proven ability to set and manage a range of financial and budgetary processes
- Strong listening and negotiation abilities
- Excellent planning and organisational skills including well-developed time management skills and the ability to deal with conflicting deadlines, complex projects and multiple partners
- Undaunted by hard work, self-motivated with high energy and an entrepreneurial spirit

You will be a highly-organised, responsible and motivated individual who is committed to the venue's mission of providing creative activities for those least connected to the arts in Blackpool. You will have excellent financial acumen and be excited by the challenge of being instrumental in securing the future of the organisation and in ensuring that multiple development opportunities exist for you and others. You will love working as part of a collaborative team and conduct yourself with kindness and integrity within the workplace. You will be able to articulate a commitment to the principles of diversity and inclusion, and their practical application and integration in the work environment.

What to expect from us:

- **Diverse and Energetic Environment**: A collaborative setting with a broad range of creatives.
- **Flexible Working Patterns**: Enjoy high levels of autonomy within an intimate team setting; 40-hours working week with some evenings and weekend hours as needed.
- **Professional Development**: Continuous support for personal and professional growth through various opportunities and initiatives plus a chance for the role to develop.
- **Cultural Access**: Behind-the-scenes access to a wide range of cultural activities across the region, including connections with nationally significant organisations.
- **Competitive Salary**: £30k per annum on a 2-year fixed term contract.
- **Generous Leave**: 28 Days Annual leave (inclusive of Bank Holidays).



How to apply:

Please send a current CV and covering letter to **melanie@theoldelectric.co.uk**
In your cover letter please include an explanation of why your experience is relevant to this role; showcase your personal style and describe how your professional experience aligns with the position.
In addition, please mention any experience you have with the following non-essential areas:

- Market research experience
- Knowledge of Xero finance system
- Practical experience of high quality events management
- An understanding of environmental sustainability policy and procedure
- A passion for Blackpool as a town with opportunities for cultural development

- **Application Deadline**: Friday, 8 November at 6pm.
- **Interview Notification**: By 22 November at 6pm.
  (candidates will need to prepare a presentation for the interview panel)
- **Interview Dates**: Week commencing 9 December 2024.
- **Start Date:** Ideally Monday, 3 February 2025.