



## **Business Development & Sales Manager** **Dovecot Studios**

<b>Location:</b>	<b>Edinburgh</b>
<b>Salary:</b>	<b>c. £30,000</b>
<b>Reports to:</b>	<b>Head of Commercial &amp; Operations</b>
<b>Full time:</b>	<b>40 hours per week excluding breaks</b>
<b>Days:</b>	<b>Monday to Friday, working flexibly at weekends and evenings</b>
<b>Pension:</b>	<b>Dovecot operates a group pension scheme</b>
<b>Annual Holidays:</b>	<b>28 days + 9 bank holidays pro rata</b>

### **The Role**

The Business Development & Sales Manager is responsible for increasing Dovecot sales of venue hire, tapestry, exhibitions and events and is crucial to the income and operational sustainability of our world-renowned tapestry studio. Each year Dovecot hosts a range of high profile events including weddings, parties, conferences and private views and is renowned for its premium level of service and delivery. You will increase revenue by maximising our building occupancy, identifying sales leads and pitching our work and services to new customers. You will deliver first class event hire service for clients and maintain exceptional customer service for all visitors while working sensitively within Dovecot's wider brand and position in the art world. Working strategically as a manager in the Commercial and Operations team, you will not only increase revenue but also help to drive building footfall, tapestry sales and new artwork commissions with knowledge and understanding of the processes and craftsmanship involved.

Reporting to the Head of Commercial & Operations, the successful candidate will have at least three years' proven business planning and sales skills in a commercial or target-driven environment. You will be able to think strategically and analytically, set, track and deliver sales targets and communicate effectively to get results. Excellent written and verbal communication skills are essential. The job is perfect for a candidate with a demonstrable track record of sales, looking to take their next step and assume a significant level of autonomy and responsibility.

### **MAIN DUTIES AND RESPONSIBILITIES:**

The person appointed to this post will be required to work flexibly. Dovecot operates over a seven-day week and is open to the public Monday until Saturday from 10am during exhibitions. On Sunday, except during the Festival period, Dovecot is closed to the public but available for events, meetings, courses and other activities. It is envisaged the post holder will work Monday until Friday including one Saturday each month for events but the demands of the Dovecot diary will require flexibility to ensure business needs are met, including working evenings and bank holidays.

### **Venue Hire Sales & Business Development**

- Work with the Head of Commercial & Operations to develop and drive a business development strategy to set and increase sales targets.
- Plan, deliver and manage sales and income for each of Dovecot's unique spaces.
- Respond to enquiries within 24 hours, prepare proposals, quotes and conduct site visits.
- Convert business enquiries to meet ambitious sales targets.

- Grow client database to include regular clients and high-profile events.
- Increase occupancy rates by generating new business connections and enquiries for venue hire and by securing third-party sales and catering partners.
- Manage nominated suppliers and commission
- Manage Dovecot event delivery staff
- Oversee the distribution of venue hire marketing materials, host FAM trips and attend client events and trade shows to represent Dovecot
- Work with the Marketing and Communications Manager to evaluate market research, set pricing, devise promotional strategies, develop and produce creative communication.

### **Tapestry Studio Sales & Business Development**

- Work closely with the senior management team to identify opportunities to develop tapestry sales and commissions
- Manage tapestry sales enquiries from existing and prospective clients to maintain a full pipeline of prospects for the Tapestry Studio
- Proactively use and grow the database, and attend events to meet new clients
- Achieve and exceed personal sales targets; managing and updating sales reports and forecasts for the senior management team and the Board as required.
- Work with the Marketing and Communications Manager to create proposals, sales documents and marketing collateral for the Tapestry Studio

### **Dovecot Operations**

- Working alongside the Commercial Front of House team, set high standards of customer service and client management, reacting to the Gallery's footfall for exhibitions and retail; and initiating relevant events for clients in consultation with the Head of Commercial and the Marketing and Communications Manager.
- Contribute to audience and market research projects, including visitor surveys, and interrogate sales data to identify trends, evaluate campaigns and to inform client development strategy.
- Research and identify opportunities for Dovecot exhibitions and public programme to support fundraising, partnership and sponsorship.

### **Management and general responsibilities**

- Develop and work with the nominated supplier list to maintain an excellent representation of Dovecot, to deliver customer service and quality and to secure commission-based revenue.
- Attend internal and external meetings and deputise for Head of Commercial & Operations as required.
- Be prepared to assist at the Dovecot information desk and front-of-house or other areas of the business as required.
- Be one of the emergency points of contact for the Dovecot building – Monday to Sunday 24/7.
- Undertake such other duties as may be reasonably required to ensure the smooth day-to-day operations of Dovecot.

This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of Dovecot. This job description may be reviewed and updated annually.

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. As part of our equal opportunities monitoring process we will email all applicants an equal opportunities form to complete and return.

Please apply electronically with your CV and covering letter, stating relevant experience and why you would like to work at Dovecot to [recruitment@dovecotstudios.com](mailto:recruitment@dovecotstudios.com)

## **Organisational Chart**

### **Dovecot Foundation (TDF)**

Dovecot Foundation exists to champion and support Dovecot Tapestry Studio and its place in the world of contemporary art, design and making. We do this both literally and figuratively by putting the Dovecot Tapestry Studio at the heart of all we do: in our exhibition programming; in our apprenticeship programme; in our commissioning of and collaborations with leading artists from around the world; and in the cultural and educational partnerships we develop. Most of all, however, we do this by continually seeking to bring the extraordinary work of contemporary artists and makers to a wider audience.

### **Dovecot Studios Ltd (DSL)**

Dovecot Tapestry Studio is a world-renowned producer of hand-woven tapestry and gun tufted rugs. We continue a century-long heritage of making and collaboration with leading international contemporary artists to produce extraordinary and engaging works of art.

### **Dovecot Gallery**

Dovecot Gallery is a landmark centre for contemporary art, craft and design built around a leading international tapestry studio. We occupy an extraordinary building in the heart of Edinburgh, from where we programme, commission and produce exhibitions and events for audiences and clients who share our passion for making and the creative arts.

## Business Development & Sales Manager Dovecot Studios Ltd

Person Specification		
	Essential	Desirable
Skills/Abilities	<p>Excellent people management, project management, administrative and organisational skills.</p> <p>Strong commercial skills in negotiation, liaison and ability to build and develop relationships with a range of customers and stakeholders.</p> <p>Target driven and numerate with excellent sales skills including use of EPOS retail systems.</p> <p>Proven ability to contribute and successfully deliver against a business strategy.</p> <p>Excellent communication and written skills, including writing reports.</p> <p>Initiative and a proactive approach to problem solving.</p> <p>Computer literate with proven ability to use Microsoft Word, Excel and PowerPoint.</p>	<p>Understanding of mixed model economy cultural organisations.</p> <p>Ability to source or deliver appropriate training and skills development programmes.</p>
Knowledge	<p>An understanding of personal and collective responsibility with regard to Security and Health &amp; Safety regulations and procedures.</p> <p>Knowledge of marketing and PR, including digital technology and interactive media.</p> <p>Awareness of the issues and challenges associated with engaging with young people and harder to reach groups.</p> <p>Commitment to equality and diversity</p>	<p>A knowledge of modern and contemporary visual arts and design.</p>
Qualifications and Professional training	<p>Educated to degree level or equivalent experience.</p>	<p>Scottish Personal Licence Holder</p>
Experience	<p>Minimum of 3 years' experience within a business development / sales target-led environment, ideally in the retail, events, gallery or arts sector.</p> <p>Experienced in managing relationships at a senior level and leading a team of customer-facing staff.</p> <p>A track record of increasing and sustaining sales growth and profitability even in challenging market conditions such as the current economic climate.</p> <p>Specific experience of setting, monitoring and controlling project budgets.</p> <p>Proficient in motivating and developing an effective team.</p>	<p>Management and organisation of high-profile and VIP events.</p>
Other requirements	<p>A flexible and adaptable approach to working hours that will include some evening and weekend work.</p>	<p>Creative and commercial sensibility</p>