

TYNESIDE

CINEMA

Sales Manager

We are seeking to appoint a Sales Manager to help support the continued growth of Tyneside Cinema.

#MyTynesideCinema





ABOUT US

Tyneside Cinema is the North East's leading independent cinema and digital arts venue located in the heart of Newcastle upon Tyne where it provides a welcoming space for people from all walks of life to come together. Our venue offers four screens, displaying a vast programme of films from all over the world and three public bar, dining and café spaces which offer a place for film and food lovers to socialise.

Tyneside Cinema is a community, with film at the heart of everything we do. We believe in the power of film to facilitate empathy; as a way to challenge and transport us through the stories of lives we haven't led, into places we've never been. In the setting of our beautiful 1930's newsreel theatre, we hope to create a space that reflects this potential in film to engage and relate new ideas, experiences and stories.

ABOUT THE ROLE

The Sales Manager will be responsible for selling the cinema's services to multiple clients including venue hire, events, hospitality and corporate cinema packages.

ROLE ACCOUNTABILITIES

- To proactively introduce all the cinema's services to prospective clients by direct selling activities.
- To support the CEO with their corporate engagement activities.
- To work with key intermediaries such as Newcastle Gateshead Initiative, North East Chamber of Commerce, CBI and NE1.
- To proactively identify, contact and sell the cinema's services to potential partners including venue hire for activities such as partner briefings, presentations and the use of our venues for corporate hospitality and staff welfare events, hospitality promotions and corporate cinema packages, including selling corporate Friends memberships and securing sponsorship deals for the cinema.
- To proactively drive business through arranging internal or external corporate events.
- To attend appropriate external corporate events including local networking events.
- To establish partnerships with local organisations.
- To develop and maintain an online customer relationship management (CRM) system.
- To put together sales plans for all activities.
- To liaise with the Marketing team to develop and maintain marketing and promotional materials including for social media.
- To review the company's web presence via third party websites ensuring that reviews and details are monitored and updated accordingly.
- To be aware of local events/awards that the cinema could be involved in.
- To attend business development meetings.
- To complete monthly reports detailing activities undertaken, sales leads and concluded contracts.
- To build and maintain relationships with local businesses and corporate organisations.
- To develop and manage the reservations system in conjunction with the events team ensuring that all staff using the system are trained in its operation and to keep the system as "clean" as possible.

ROLE DIMENSIONS

Title and Reporting Relationships

Position Title: Sales Manager

Reports to: Chief Executive Officer

Key Working Relationships

- Chief Executive Officer
- Chief Financial Officer
- Head of Hospitality
- Head of Cinema
- Events Manager
- Board of Trustees
- Head of Marketing and Engagement

Working Hours and Pay

- Full Time (37.5 hours per week)
- Salary: Competitive

PERSON SPECIFICATION

Essential/Desirable Criteria

- Excellent sales skills
- An existing network of existing clients and intermediaries would be desirable, but is not an absolute prerequisite for the job
- Excellent verbal communication and presentation skills
- Strong networking skills to build relationships with prospective and existing clients
- Experience of e-mail and social media campaigns to support sales activities
- Adept at using Customer Relationship Management (CRM) tools and data
- In-depth knowledge of sales strategies and sales reports

EMPLOYEE BENEFITS

We offer a great package of benefits to support your love of film and or venue, as well as training, support and opportunities to help you grow. Below is a list of some of the things you can expect as an employee of Tyneside Cinema:

- Cinema - unlimited free tickets for personal use / 12 additional complimentary tickets every 3 months for your friends/family.
- Hospitality - 25% discount on food and soft drinks for you and your friends/family when visiting together.
- Staff Screenings - the cinema hosts monthly staff screenings that all staff are encouraged to attend, mainly comprised of previews of new release titles due to be included in the cinema's upcoming programme.
- 33 days holiday per year inclusive of bank holidays.
- Enhanced company sick pay upon successful completion of probationary period.
- Hybrid working - dependent on role and working pattern.
- Access to an employee assistance programme providing a complete support network, expert advice and compassionate guidance 24/7.
- Trained mental health first aiders and health and wellbeing initiatives throughout the year.
- Free eye tests and flu vaccinations for all employees.



HOW TO APPLY

Important Dates	Closing Date: 9th December 2024
To Apply	<p><u>Please follow the link below to our application form below and send the following documents to joinus@tynesidecinema.co.uk.</u></p> <ol style="list-style-type: none"><u>1. A CV.</u><u>2. A Covering Letter of no more than one side of A4 explaining how your experience and skills meet the requirements of the person specification for this role found in the recruitment pack.</u> <p><u>Apply Here</u></p>

Tyneside Cinema's goal is to promote a diverse and inclusive workplace and we are committed to building a team that reflects a wide variety of skills, perspectives and backgrounds.

We are an equal opportunities employer, hiring on merit and our business need. We encourage applications regardless of age, sex, gender identity, sexual orientation, gender reassignment, marital status, pregnancy, parenthood, religion or belief and disability.

If you require any reasonable adjustments in our recruitment process, please let us know.