

**Bernie Grant
Arts
Centre**
Developing
culturally diverse
artists

COMMERCIAL DEVELOPMENT AND HIRES MANAGER

SALARY RANGE:
£32,000 - £36,000 PA
+ NEST WORKPLACE PENSION
DEPENDANT ON EXPERIENCE

CONTRACT:
FULL TIME, PERMANENT

REPORTING TO:
EXECUTIVE DIRECTOR

HOURS:
40 HOURS PER WEEK, WITH
FLEXIBILITY REQUIRED FOR
EVENING AND WEEKEND EVENTS
(TOIL AVAILABLE)

ANNUAL LEAVE:
25 DAYS PRO-RATA PA
(PLUS. x8 UK PUBLIC HOLIDAYS)

PROBATION PERIOD:
6 MONTHS

NOTICE PERIOD:
6 WEEKS

**APPLICATION
CLOSING DATE:**
1PM, MONDAY 20 JANUARY 2025



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

"At Bernie Grant Arts Centre (BGAC), we are privileged to be present at countless moments of wonder: celebrating and developing Black artists and narratives, connecting with Tottenham and beyond, and enabling genuine engagement and connection through the arts.

It's a truly enriching experience, and a fitting continuation of Bernie Grant's social and political vision.

Our recent successful bid for prestigious "National Portfolio Organisation" status by Arts Council marks an exciting point of departure for BGAC's next phase, and an encouraging indicator of how much more we can achieve.

We want to meet people who are as passionate as we are about the Centre's purpose, mission and values."

**Geoffrey
Williams, Chair**



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ABOUT BGAC

Bernie Grant Arts Centre (BGAC) is a cultural hub for Black creativity.

Born out of a commitment to centring blackness, BGAC provides a space for the creatively engaged from the global Black diaspora to create and showcase their work in the heart of Tottenham. BGAC is a combined arts centre for creativity and learning - and aims to provide a platform for expression, exploration, and celebration.

At the core is a deep-rooted connection to the local community and a commitment to being part of the global Black diaspora. BGAC offers transformative experiences, from workshops and performances to festivals and discussions, where the Black experience takes centre stage, engaging with the multiplicities of race, identity, and heritage.

BGAC is a vibrant venue, featuring a 250-seat auditorium, studio and rehearsal spaces, a café, bar, courtyard and a creative Enterprise Centre. We offer a diverse range of opportunities including workshops, classes, and events for those looking to create.



JOB OVERVIEW

The Commercial Development and Hires Manager will lead on maximising the revenue potential of the Bernie Grant Arts Centre (BGAC) by driving commercial hires, developing strategic partnerships, and ensuring exceptional client service. This role is pivotal in managing the Centre's multi-purpose spaces, including theatres, studios, office spaces, and our café/bar, ensuring they are utilised to their full commercial capacity while aligning with the Centre's artistic and community mission.

KEY RESPONSIBILITIES

1. COMMERCIAL STRATEGY & REVENUE GENERATION

- Develop and execute a dynamic commercial strategy to maximise income from venue hires, tenants, and in-house services.
- Lead on creative solutions to expand revenue streams, including the management of the café/bar, merchandise sales and additional trading opportunities.
- Identify, negotiate and secure high-value hires and partnerships that align with BGAC's mission and financial targets.
- Devise and implement a multi-tiered strategy to promote BGAC's spaces and services, increasing visibility and driving bookings.
- Represent BGAC at exhibitions, trade shows, and networking events to build relationships and enhance the Centre's commercial profile.

2. VENUE HIRES & EVENTS COORDINATION

- Serve as the primary contact for all hire enquiries, ensuring prompt, professional and accurate responses to prospective clients.
- Manage and optimise the booking system (YesPlan) to schedule, track and report on hires and events.

JOB OVERVIEW

KEY RESPONSIBILITIES cont.

- Conduct site tours, production meetings and client consultations to understand requirements and tailor solutions.
- Issue contracts, raise invoices and ensure timely collection of payments. Chase outstanding invoices.
- Liaise with internal departments (Operations, Marketing, Technical) to ensure smooth event delivery and maximise upsell opportunities for catering, technical services and equipment hire.
- Act as onsite Event Manager for commercial events, ensuring client satisfaction and resolving issues promptly when needed.

3. CLIENT RELATIONSHIPS & CUSTOMER SERVICE

- Develop and maintain strong relationships with long-term tenants, short-term clients and commercial partners.
- Ensure excellent customer service throughout the client journey, from enquiry to event delivery and follow-up.
- Organise regular tenant forums and feedback sessions to address needs, concerns and opportunities for collaboration.
- Maintain a proactive approach to client retention, securing repeat business and long-term partnerships.

4. REPORTING & DATA MANAGEMENT

- Track and analyse venue hire trends, conversion rates, and income streams, providing regular reports to the Senior Leadership Team.
- Prepare impactful updates on commercial activities, identifying opportunities for growth and areas for improvement.
- Conduct post-event evaluations and internal debriefs to assess success and implement improvements.

JOB OVERVIEW

KEY RESPONSIBILITIES **cont.**

5. BUILDING MANAGEMENT & COMPLIANCE

- Liaising with the General Manager to ensure cleaning, maintenance and repairs of hire and event space to ensure all areas are in top condition.
- Ensure all activities comply with Health & Safety regulations, GDPR, and BGAC's policies on equality, diversity, and inclusion.
- Conduct risk assessments and implement safety protocols for all hired spaces and events.

PERSON SPECIFICATION

ESSENTIAL SKILLS & EXPERIENCE

- Ideally at least 3 years' experience in commercial development, event sales or venue management in a cultural or multi-purpose venue.
- Proven track record of meeting and exceeding sales targets and generating significant commercial revenue.
- Experience managing complex events, from corporate conferences to community functions, ensuring high-quality delivery.
- Strong negotiation skills with the ability to secure favorable deals and maintain positive client relationships.
- Exceptional organisational and project management skills, with attention to detail and the ability to manage multiple projects simultaneously.
- Proficient in IT systems, including Microsoft Office, GDrive and venue management software (experience with YesPlan or similar is a plus).

JOB OVERVIEW

- Excellent interpersonal and communication skills, with the ability to collaborate across teams and engage with a diverse range of clients and stakeholders.
- An interest in the arts, specifically Black artists and artists from diverse backgrounds

DESIRABLE SKILLS & EXPERIENCE

- Knowledge of the cultural and creative landscape of London and the wider UK sector.
- Familiarity with technical aspects of event production, including AV, lighting, and staging systems.
- Experience managing café/bar operations or other on-site commercial services.

KEY RELATIONSHIPS

- **Reports to:** Executive Director
- **Works closely with:** General Manager, Marketing Team, and Technical Staff
- **External:** Clients, Tenants, Partners, Vendors, Community Groups.

APPLICATION PROCESS

To apply, please submit your CV, covering letter outlining your suitability for the role, and equal opportunities monitoring form to recruitment@berniegrantcentre.co.uk by Monday 20th January at 1pm.

The Bernie Grant Arts Centre is committed to promoting equality and diversity and welcomes applications from all backgrounds. We particularly encourage applications from Black, Asian, and Minority Ethnic candidates, who are underrepresented in the arts sector.