

JOB DESCRIPTION & PERSON SPECIFICATION

Venue Sales & Events Manager

Grand Junction at St Mary Magdalene's, Paddington · Paddington Development Trust

Job title	Venue Sales & Events Manager
Reports to	Creative and Community Director - Grand Junction
Works closely with	Buildings Manager, Marketing Manager, Finance team, and wider communities team.
Location	Grand Junction at St Mary Magdalene's Church, Rowington Close, Paddington, London W2 5TF
Salary	£45,000 per annum
Contract	Full time 35 hours. Regular evening and weekend working is a feature of this role.
Annual leave	25 days plus bank holidays, rising with service

About Grand Junction and Paddington Development Trust

Paddington Development Trust (PDT) is a registered charity working across North Paddington, delivering programmes in employment and enterprise, public health, culture and climate action in partnership with the NHS, the Greater London Authority, Westminster City Council and the National Lottery Community Fund.

[Grand Junction](#) at St Mary Magdalene's is PDT's cultural and community venue. Our thriving public arts and music programme includes concerts, tours, family theatre, and talks. We engage local people through accessible arts and heritage activities that promote wellbeing, educational opportunities, and community cohesion.

St Mary Magdalene's Church is a Grade I listed Victorian masterpiece by G.E. Street, architect of the Royal Courts of Justice, with a painted nave, a candlelit Undercroft, the hidden Neo-Gothic Chapel of St Sepulchre (a filming location for Les Misérables and a BBC Proms interview with Florence + the Machine), and an award-winning 2019 extension by Dow Jones Architects.

The venue sits canal-side in Paddington, moments from the Bakerloo, Hammersmith & City and Elizabeth lines, and operates as a working parish church of the Diocese of London, leased and managed by PDT Monday - Saturday for community, cultural and commercial use.

Every pound the venue earns is reinvested directly into PDT's community and education programmes in North Paddington. Grand Junction's positioning is simple and distinctive: London's most beautiful working church-venue, where every booking helps support the local community.

Purpose of the role

The Board of Trustees has adopted an ambitious three-year Business Plan (2027–2030) for Grand Junction. It commits the venue to moving from roughly one commercial hire a month to a sustainable rhythm of one revenue-generating event a week by 2030, with pricing that reflects the venue's true position among London's Grade I heritage venues, growing hire revenue across the period.

The Venue Sales & Events Manager is the engine of that plan. The postholder will own the venue's various commercial revenue streams, including weddings, corporate events, film, TV and photography locations, private hire, plus cultural events and concerts. All while safeguarding the character of Grand Junction as both a cultural and community hub and a place of worship.

This is a rare role: part sales and business development, part event management – in one of the most distinctive venues in central London, with every booking directly funding charitable work in the surrounding community.

Key responsibilities

1. Sales, enquiries and pipeline management

- Own the full enquiry-to-booking journey across all revenue streams.
- Manage site visits including promoting the offer and converting interest into bookings. Be the named contact with continuity from first enquiry to event day.
- Build, maintain and report against a weekly KPI tracker covering enquiries, conversion rates, booking pace, average hire values and pipeline by stream.
- Build and manage our Recommended Suppliers offer, including caterers, photographers, florists, entertainment and production.
- Develop high quality brochures to promote tiered packages and seasonal offers.
- Build target lists of potential corporate buyers with a particular focus on the local business districts across Paddington and Marylebone.
- Responsibility for the planning and hosting of annual showcase events to attract corporate and individual hires.
- Develop event-agency relationships and partnerships with events professionals, such as wedding planners.

- Work with the Creative and Community Director on building long-term partnerships with repeat commercial cultural events organisations and support the resulting programming.
- In partnership with the Creative and Community Director, manage the relationship with London's top concert promoters and promoter-led hires on the cultural tariff.
- Grow the film, TV and photography stream keeping the location library, crew fact sheet, floor plans and rate card current; and meet the 48-hour quote standard that wins location work.
- Develop private hires through direct outreach to event production companies for events such as launches, galas, awards nights and London Fashion Week shows.

2. Event delivery, compliance and relationship with community team and church

- Deliver events to a high standard, coordinating with clients, technical staff, security, caterers, suppliers and casual event staff to ensure everything runs smoothly.
- As numbers of events grow, recruit an able and professional team of freelance event managers who can support event delivery. Manage the performance of this team through feedback and regular reviews.
- Maintain the shared calendar with the communities' team and Church ensuring double bookings are avoided, and space is allocated strategically to Grand Junction's different activities and hires.
- Prepare and enforce a Risk Assessment and Method Statement (RAMS) for all commercial bookings and manage the venue's operating constraints as defined by the Terms and Conditions and Grade I heritage sensitivities.
- In partnership with the Building Manager, ensure appropriate insurance, licensing, health and safety and safeguarding requirements are met for all commercial activity, escalating risks to the Creative and Community Director.

3. Marketing and brand

- Identify media opportunities including shoots, features and other social media content opportunities to increase the awareness and profile of the venue.
- Own the venue's listings estate: audit, rewrite and maintain every listing (Hitched, Bridebook, Coco Wedding Venues, HeadBox, Hire Space, Square Meal Venues and others). Lead on the venue's positioning and tone of voice, ensuring photography and pricing are regularly refreshed.
- Work with the Marketing Manager on campaigns and press opportunities and act as guardian of the positioning – 'London's most beautiful working church-venue, where every booking funds local good'.
- Contribute to owned channels: newsletters, Instagram and LinkedIn content showing the space dressed for events

- Coordinate freelance photography as required to ensure a location library that sells the venue to its full potential.

4. Finance, reporting and governance

- Arrange for the raising of invoices through PDT's finance processes. Track deposits and settlements.
- Manage event-level budgets, including in-house ticketed programming, bar and ancillary income.
- Produce the quarterly KPI dashboard for the Grand Junction Creative and Community Director and PDT's Chief Executive and Trustees, covering volume, revenue, conversion, channel performance and repeat-booking rates.
- Contribute to the annual pricing and channel reviews, and to reporting alongside PDT's Three-Year Fundraising and Income Strategy.

Person specification

Candidates should demonstrate in their application how they meet the essential criteria.

*A = Application, I = Interview, T = Task/presentation.

Experience

Criterion	Essential / Desirable	Assessed by*
Significant experience of venue sales, event sales or business development in an events, hospitality, arts, heritage or venue-hire environment, with a demonstrable record of meeting or exceeding revenue targets	Essential	A, I
Experience of managing events end-to-end, from enquiry and contracting through to on-the-day delivery and settlement	Essential	A, I
Experience of selling and delivering across more than one market segment (e.g. weddings, corporate, concerts, filming or cultural hire)	Essential	A, I
Experience of working with premium pricing, rate cards and packaged propositions, and negotiating confidently with all clients.	Essential	A, I, T
Experience of managing listings platforms, venue marketplaces or agency rosters (e.g. Hitched, HeadBox, Hire Space, Square Meal or equivalent)	Essential	A, I

Criterion	Essential / Desirable	Assessed by*
Experience of working in a listed, heritage, sacred or otherwise operationally constrained building	Desirable	A, I
Experience of working in or with a charity, social enterprise or community organisation, or of articulating social value to commercial clients	Desirable	A, I
Experience of ticketed programming, box-office management or working with concert promoters	Desirable	A, I

Skills and knowledge

Criterion	Essential / Desirable	Assessed by*
Outstanding written and verbal communication	Essential	A, I, T
Strong commercial and numerical skills: managing event budgets, tracking KPIs and reporting revenue and conversion data accurately	Essential	A, I, T
Highly organised, with proven ability to manage a complex calendar, multiple simultaneous bookings and competing deadlines	Essential	A, I
Working knowledge of event health and safety, including risk assessments (RAMS), supplier vetting, licensing and capacity management	Essential	A, I
Confident with standard business systems: CRM or booking systems, spreadsheets, email marketing tools and social media platforms	Desirable	A, I
Knowledge of the London events market – venues, agencies, planners, promoters and location agencies – and of current trends in weddings and corporate events	Essential	A, I

Personal qualities and values

Criterion	Essential / Desirable	Assessed by*
Genuine commitment to PDT's charitable mission and the principle that Grand Junction's commercial success funds community benefit in North Paddington	Essential	A, I
A natural relationship-builder who invests in long-term partnerships – with suppliers, planners, photographers, promoters, agencies, community-team colleagues, and clergy	Essential	I
Self-starting and resilient: comfortable owning targets, working through a multi-year plan, and maintaining momentum on outreach and follow-up	Essential	A, I
Diplomatic and respectful, able to balance commercial ambition with the life of a busy community hub, the needs of a diverse local community, and a working parish church	Essential	I
Flexible about working hours, including regular evenings and weekends around the events calendar	Essential	A, I
Commitment to equality, diversity and inclusion, and to safeguarding good practice	Essential	A, I

Other information

- This job description is not exhaustive and will be reviewed annually with the postholder; duties may evolve as the Business Plan progresses
- The post is subject to satisfactory references and, where required for the role's contact with community programmes, an appropriate DBS check.
- PDT is committed to being an inclusive employer and welcomes applications from all sections of the community, particularly candidates with lived experience of North Paddington.

Application process

To apply please send a CV and covering letter of a maximum of 2 sides of A4. In your covering letter please address the points on the person specification directly, with reference to the job description.

The closing date for receipt of applications is: Tuesday 1st September at 10am

If shortlisted, interviews will be held on: Monday 7th and Tuesday 8th September

On your CV please include the name and contact details of two referees. Referees will only be contacted were we to offer you the job.

Please complete the Equality and Monitoring form provided. **Please confirm your right to work in the UK. Evidence for this will be required should you be appointed.**

Please send all documents to recruitment@grandjunction.org.uk.

We welcome you to contact us if you require special arrangements or reasonable adjustments to enable your application and interview if shortlisted, due to disability. Please contact us for further information or to arrange an informal conversation about the role at recruitment@grandjunction.org.uk

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