



**About MeWe 360:**

**MeWe360** (MeWe) provides bespoke networking, mentoring, consultancy and investment support to entrepreneurs in the arts and creative industries.

We are at a pivotal moment in our history and are keen to move to a self-sustaining model in the near future. We are looking for a Sales and Marketing Manager who can join the team on this journey. Someone with the necessary expertise and passion to help us achieve our long-term ambitions of growth and sustainability.

To apply for this position:

Please send through your current CV and a Covering Letter outlining your experiences and suitability for this role. Each document not to exceed 2 A4 single sided pages.

Deadline - 5pm **Tuesday 9th April 2019**

Email: [Phoebe.martin@mewe360.com](mailto:Phoebe.martin@mewe360.com)

Subject line: Sales and Marketing Manager

Successful candidates will be contacted within 7 days after the deadline.

**For further information please visit:**

[www.mewe360.com](http://www.mewe360.com)

## ROLE PROFILE

<b>Role title</b>	Sales and Marketing Manager, MeWe 360
<b>Reports to</b>	Chief Operating Officer
<b>Duration</b>	Fixed term contract: 12 months initially
<b>Hours</b>	40 hours per week worked between 8am and 8pm, with evenings and weekends as required.
<b>Location</b>	Soho, London
<b>Company</b>	MeWe 360
<b>Salary</b>	£35,000 (subject to experience)
<b>Deadline</b>	5pm 9 <sup>th</sup> April 2019
<b>Application</b>	<p><a href="mailto:Phoebe.martin@mewe360.com">Phoebe.martin@mewe360.com</a> using the subject line Sales and Marketing Manager</p> <p>Please send through your current CV and a Covering Letter outlining your experiences and suitability for this role. Each document not to exceed 2 A4 single sided pages.</p>
<b>Purpose</b>	<p><b>MeWe is expanding its co-working and events space and is looking for a dynamic Sales Manager to help make this a success</b></p> <p><b>This is not an exhaustive list of responsibilities and just gives you the main accountabilities. The core objectives will be agreed on starting between the role holder and COO. These will include:</b></p> <ol style="list-style-type: none"> <li>1. Selling space at the MeWe venues to increase utilisation rates, maximise profit and ensure a high-quality customer experience.</li> <li>2. Working on brand and marketing activities with a view to achieving increased sales as MeWe grows.</li> <li>3. Day to day management of the sales team ensuring they are on track for achieving KPI's.</li> <li>4. Working with Chief Operating Officer on approaches to building business.</li> </ol>
<b>Role description</b>	<p><b>Sales &amp; Management</b></p> <ul style="list-style-type: none"> <li>• Develop, document and run an effective sales process for desks and events at MeWe's London venues.</li> <li>• Oversee the issuing and implementation of contracts and ensure they reflect agreements made during sales process.</li> <li>• Act as Account Manager for all current desk and venue clients and manage complaints through to a successful conclusion.</li> </ul>

	<ul style="list-style-type: none"> <li>• Collaborate with operations, reception and facilities support staff to ensure that requirements of contracts are fulfilled to a high quality of service.</li> <li>• Be the first point of call and duty manager for all MeWe events ensuring the smooth running of events from the first enquiry to the after sale.</li> <li>• Working alongside the Operations Manager to ensure the correct set up of all events and de-rig returning all rooms back to the original state.</li> <li>• Performance managing underperforming members of the sales team.</li> <li>• Reporting on activities towards targets to the COO and CEO</li> </ul> <p><b>Marketing and Promotion</b></p> <ul style="list-style-type: none"> <li>• Putting together a content marketing strategy for the company.</li> <li>• Overseeing all marketing activity and ensuring it fits with the marketing strategy.</li> <li>• Managing the company's social media accounts and posting relevant content.</li> <li>• Ensure that the venues are listed where it can maximise sales and develop a pipeline to avoid vacancies.</li> <li>• Develop the web site and other relevant social media channels to support the sales of the venues.</li> <li>• Articulate a culture of customer service excellence and work with all colleagues to demonstrate those standards in all their activities.</li> <li>• Researching potential target industries and customers.</li> </ul>
<p><b>Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Educated to degree level, or equivalent level of professional experience.</li> <li>• Ability to demonstrate knowledge and understanding, and a proven track record of, the following areas: <ul style="list-style-type: none"> <li>○ Sales of desk or event space (or equivalent).</li> <li>○ Range of options available for promoting venues to clients (boards, social media, etc.).</li> <li>○ Marketing and brand development.</li> </ul> </li> <li>• Excellent written, verbal and inter-personal communication skills.</li> <li>• Numerate with ability to work with financial figures, quotes, and statistical reporting.</li> <li>• Experience of selecting, setting up and using marketing or sales software.</li> </ul>
<p><b>Background</b></p>	<ul style="list-style-type: none"> <li>• All round sales and marketing experience gained from a similar sized organisation.</li> <li>• Excellent motivational and leadership skills to inspire performance.</li> <li>• Relevant industry experience ideally from a competitor.</li> <li>• Highly motivated with a genuine drive to succeed.</li> </ul>

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Persistent, approachable, organised and methodical. Works with confidence and energy and takes personal pride and ownership in presenting a high-quality outcome that meets the needs of a client.</li> <li>• In pursuit of a sale, able to think creatively about how best to meet stated needs or to advise on other ways of achieving an outcome.</li> <li>• Able to understand client requirements and fulfil the brief (but not overpromise and always with honesty and integrity).</li> <li>• Ability to use IT systems to support business operations, and learn new systems as necessary.</li> <li>• Influencing, sales and negotiation skills.</li> <li>• Reporting and project management.</li> <li>• Event Management</li> <li>• Ability to research options and present them for decision with costings.</li> <li>• Resilience to change course and adapt priorities as needed by the business.</li> <li>• Enjoys working in entrepreneurial, start-up environment with limited structure. Understands that this may mean doing what is needed to get the outcome, even if not within own role.</li> <li>• A self-starter able to work on own initiative with sales focussed background.</li> <li>• Ability to strategically manage multiple sales to achieve targets, short medium and long term targets</li> <li>• Strong logistical management skills</li> </ul>