

**opera
north**

Opera North Job Pack

Commercial Sales Manager



Opera North's purpose is to create extraordinary experiences every day, using music and opera to entertain, engage, challenge and inspire.

Our people

Working at Opera North you will be part of a company and group of people committed to fulfilling this purpose. Whatever role you take we will provide you with an induction plan that introduces you to your job and the team you'll be working in, as well as giving you the opportunity to meet colleagues across the company. Our success in delivering against our purpose will be built on the commitment, skills, diversity and well-being of the people who work at Opera North, and we will invest in training to develop our people both professionally and personally, because we believe this strengthens not only our company, but also the wider creative sector.



**Our communities and
audiences are part of us
and we are part of them.**



Our award-winning work tours to theatre stages and concert halls throughout the North and beyond.



Who we are

Based in Leeds, rooted in the North of England and international in outlook, our award-winning work tours to theatre stages and concert halls throughout the North and beyond, including to London and major international festivals. Alongside touring opera, in Leeds we curate an eclectic artistic programme of gigs, concerts, spoken word and film in the Howard Assembly Room. We aim to make work that is bold, innovative and ambitious, always looking for new ways to share and create with audiences.

Music for everyone

Opera North believes opera and music is for everyone, and champions diversity in artists, repertoire and audiences. Through our Learning & Engagement team, the Company connects with communities and inspires each generation, aiming to enhance the health and well being of people in the cities, towns and villages where we work through arts participation and performance.

A new home

In 2021 we moved into our new home, the Howard Opera Centre. It is a world class rehearsal facility for our orchestra, chorus and all the artists we work with, sharing the same building as our new education studio where everyone is welcome to learn about and make music. We have also created a modern flexible working environment for our staff and given our venue, the Howard Assembly Room, a new lease of life with a dedicated entrance and public spaces, together with restaurant and bar in the heart of Leeds.

Leeds as a capital of culture

Leeds is the only city in England outside of London to have a resident full time opera company, ballet and repertoire theatre as part of a diverse, collaborative and thriving cultural scene. That rich offer has been complemented by a growing tech sector. Surrounded by the stunning Yorkshire countryside including the Dales, Moors and North Sea coastline, Leeds is a fantastic place to live and work.

Purpose of the role

The Commercial Sales Manager will unlock the commercial potential of Opera North's unique spaces. Reporting to the Director of Strategy & Commercial, this new role will take the lead on venue hire, event sales and commercial partnerships, turning underused assets into active, income-generating spaces that also strengthen our connection with the city and region.

This is a hands-on role for a self-starter who enjoys building relationships, meeting people and turning conversations into contracts. You'll have the freedom to shape packages, build networks and grow income from a wide range of clients, from creative businesses and corporate partners to wedding planners and event organisers.

Reports to

Director of Strategy & Commercial

Key accountabilities

Sales and business development

- Lead on proactive sales and client acquisition for commercial hires across Opera North's venues, including the Howard Assembly Room, Kino, rehearsal studios and Kirkstall warehouse.
- Develop and deliver an annual sales plan and pipeline aligned with income and utilisation targets.
- Build and develop trusted relationships with clients, agencies, hotels, corporates and community organisations to cultivate new partnerships, generate new business, and maximise repeat revenue.
- Produce professional proposals and contracts, manage negotiations, and ensure a smooth client experience from first enquiry to delivery.
- Attend networking events, trade shows and city partnerships to promote Opera North's spaces and services.



Events and venue management

- Work closely with the Howard Assembly Room team, technical staff and facilities management to deliver seamless event experiences for clients.
- Develop and maintain a clear rate card, hire packages, and AV or catering options for corporate, wedding and private hires.
- Liaise with suppliers, ensuring high quality and value.
- Oversee bookings calendar management, ensuring optimum use of available space and clear communication between departments.

Commercial reporting and performance

- Track sales activity, conversion rates, occupancy and revenue, ensuring these metrics inform how you optimise your approach and develop your pipeline.
- Produce monthly reports for the Director of Strategy & Commercial and the Trading Board.
- Contribute to forecasting, pricing strategy and performance dashboards.
- Ensure all activities are compliant with licensing, health and safety and safeguarding standards, working with our Head of Facilities Management.

Collaboration and representation

- Act as an ambassador for Opera North and the Howard Assembly Room, promoting its venues as exceptional places to experience music, events and hospitality.
- Work collaboratively with the Audiences and Development teams to align commercial, audience and partnership goals.
- Contribute to the wider commercial strategy, including the ideation and pitching of new products, packages and revenue opportunities, and working in consultation with Director of Strategy and Commercial to ensure alignment.



Person specification

Essential

- Demonstrable experience in sales, business development, partnerships development, or a commercially focussed B2B revenue generating role within hospitality, events, or arts venues.
- A track record of meeting or exceeding income or utilisation targets.
- Well-defined relationship-building and negotiation skills, with the energy and confidence to effectively network, alongside the ability to close sales.
- Excellent organisational skills, attention to detail and ability to manage multiple projects simultaneously.
- Heightened commercial awareness, financial literacy and understanding of margins, pricing and reporting.
- Ability to work flexibly, including occasional evenings and weekends for events.
- Enthusiasm for arts, culture and live experiences, with the ability to represent Opera North professionally to clients and partners.

Desirable

- Experience within a cultural organisation, heritage venue, or creative industries environment.
- Familiarity with CRM and venue booking systems.
- Knowledge of the Leeds and Yorkshire events, hospitality or business landscape.

Measures of success

- Year-on-year increase in venue and event hire income.
- Improved utilisation of the Howard Assembly Room, Howard Opera Centre and Kirkstall spaces.
- High success rate converting enquiries into confirmed bookings.
- Positive client feedback and repeat business.
- Strengthened relationships and profile for Opera North within Leeds' cultural and business community.





Terms and conditions

Contract type: Permanent, Full-Time

Salary: £36,000 - £40,000 per annum, plus performance-related bonus (after successful completion of probation)

Hours of work: 35 hours per week

Holiday entitlement: 33 days inclusive of 8 statutory holidays, per annum pro rata

Pension: Opera North will automatically enrol you into the company pension scheme upon appointment and after 3 months' service will contribute equivalent to 5.5% of your basic pay, should you meet the current legislative criteria. You will be required to make a personal contribution of 2.5% of your basic pay. We reserve the right to make future changes to our pension arrangements.

Equity, diversity and inclusion

We promote equity, diversity and inclusion in our workplace and make recruitment decisions by matching our needs with the skills and experience of the candidate. As we work to address underrepresentation in our workforce, we are particularly keen to hear from applicants from the global majority or those with other protected characteristics.

The successful candidate must have the right to work in the UK or be ready to obtain it.

General responsibilities of everyone who works for us:

- Represent the company values and purpose to create extraordinary experiences everyday
- Work collaboratively and co-operatively with all team members and take an active part in team meetings and discussions
- Be an ambassador for Opera North and follow our policies and procedures
- Play your part in ensuring that everyone who comes through our door is welcomed and treated with respect

How to apply

To apply for this role, please send a CV via the Hireful website.

If you need any help completing your application please contact appointments@operanorth.co.uk

Good luck with your application and we look forward to hearing from you.



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