



BENSLOWMUSIC

**Job Pack
Hires & Sales Manager**

About Benslow Music

Benslow Music creates music learning experiences for people of all ages. We support individual development, inspire curiosity, celebrate creativity, and share all the life-long benefits music brings. We do this through a programme of residential, day and online music courses, a concert series and an instrument loan scheme.

At our campus in Hitchin, we welcome and provide learning opportunities to adult musicians of all abilities. We support everyone from late-starters to early-career professionals in unlocking their potential. We offer around 150 short courses throughout the year, covering genres from classical to jazz to folk, and opportunities to explore solo, small and large ensemble playing. Through regular concerts we provide a platform for emerging and acclaimed artists.

Benslow Music is home to the Benslow Music Instrument Loan Scheme, which holds a collection of over 800 string and woodwind instruments that are lent to young musicians aged 7-25. Each year over 500 loans ensure that borrowers, regardless of background, are able to grow and develop as musicians.

Benslow Music began as the Rural Music Schools Association in 1929, offering musical education to people of all ages who were outside urban centres. In 1952, the four-acre Victorian estate in Hitchin was bequeathed to the RMSA and has since developed into a lively campus for music activity, with two recital halls, practice rooms, accommodation for around 50 people and an extensive music library. Renamed Benslow Music Trust in 1986, the Trust subsequently took responsibility for the Benslow Music Instrument Loan Scheme, which was founded in 1932 as a separate charity.

Benslow Music today is a thriving musical hub, continuing to develop its creative music activities for all ages. Current plans for the future include an expanded online offer, additional collaborative and partnership working, and further development of our site facilities and accommodation looking towards its centenary celebrations in 2029.

benslowmusic.org

Job Description

Job Title	Hires & Sales Manager
Department	Marketing & Development
Reporting to	Chief Executive
Line manages	n/a
Key Relationships	Head of Music, Front Desk Administrators, Marketing Manager Director of Operations.
Salary	£28,000-£35,000 dependent on experience
Hours	Part-time, 0.6FTE (21hrs per week)
Contract	Permanent, at Benslow Music with hybrid working considered
Benefits	25 days holiday per annum pro rata, workplace pension scheme, plus further staff benefits

Main Purpose

- Drive the growth of income generation through commercial activity, specifically venue hires and the Benslow Music shop.
- Manage hires and sales activities at Benslow Music.
- Provide excellent relationship management and stewardship to hire clients, ensuring that all hires of Benslow Music's campus are successfully and safely delivered.
- Support the growth of Benslow Music's brand and reputation among local audiences through the promotion of its hires.

Main Duties

Hires

- Manage the process and delivery of all venue hires at Benslow Music from initial enquiry through to completion.
- Working with the Chief Executive, develop and implement a hires strategy in line with the organisation's objectives.
- Manage relationships with regular and new hires clients, including negotiation of contracts.
- Ensure that hires are delivered to an excellent quality and safely, following best practice and making sure requirements are met regarding risk management, health and safety, and insurance.
- Research prospects and proactively seek and develop opportunities for hires.
- Working closely with the Marketing Manager, promote hires at Benslow Music to relevant audiences.
- Provide reports, data and insight to the Chief Executive and the Board of Trustees about hires activity, research prospects, market conditions and other relevant information, attending board meetings as required.
- Evaluate and gather feedback from hire clients to support the continual development and improvement of Benslow Music.
- Embed Benslow Music into local and regional business and wider sector networks to broaden client base and represent the organisation as required.

Sales

- Manage the Benslow Music Shop, including stock management and regular stock taking.
- Develop and deliver shop training materials for staff.
- Working with the Marketing Manager, promote the shop to Benslow Music's audiences.
- Working with the Library team, support income generation through the sale of deaccessioned Library stock.

Financial management

- Manage the hires and sales budget, ensuring that expenditure comes within agreed limits.
- Track and monitor income against agreed targets.
- Maintain and share accurate financial information for client invoicing, and work with the Finance team to ensure timely payment from clients.
- Working with the Head of Finance & HR and Chief Executive, regularly review pricing for venues hires and shop items.

Management

- Implement and maintain systems and resources to support the effective management of hires, including excellent information sharing between departments, and to track and monitor performance of activity.
- Implement and maintain systems that support shop sales, effective shop management and record keeping.
- Ensure that information regarding hire clients is managed in adherence to General Data Protection Regulations (GDPR).

General

All Benslow Music staff are expected to:

- Uphold the values of Benslow Music.
- Contribute to a positive and productive working culture.
- Uphold and demonstrate through their work a commitment to equality, diversity and inclusion.
- Act as an ambassador for Benslow Music when interacting other organisations and members of the public.
- Comply with Benslow Music's Health and Safety and Equality, Diversity and Inclusion policies.
- Undertake other duties as may reasonably be required from time-to-time to support the work of Benslow Music.

Person specification

We are looking to appoint someone who can offer an extensive balance of skills and attributes; the following criteria are all important. The successful candidate will need to demonstrate real evidence of ability to fill the role effectively. Applicants must have the right to live and work in the UK.

Benslow Music is open to all and we value the varied skills of everyone. We are an equal opportunities employer and we are committed to championing equality, diversity and inclusion in our workplace, so if you feel you are a suitable applicant, we encourage you to apply whatever your age, disability, religion or belief, sexual orientation, socio-economic background, gender, gender identity or race.

	Essential	Desirable
Experience & Qualifications		
Experience in a sales or client management role.	✓	
Proven track record in generating income and reaching income targets.	✓	
Experience in the charity sector, or working in a commercial role within a charity context.		✓
Skills		
Project or process management skills.	✓	
Excellent written and verbal communication skills.	✓	
Excellent interpersonal skills with the ability to foster rapport with diverse stakeholders.	✓	
Strong administrative and organisational skills with the ability to plan, co-ordinate, implement and manage multiple work streams and deadlines simultaneously and successfully.	✓	
Strong analytical skills, with the ability to interpret and communicate data.	✓	
The ability to work well on your own as well as collaborate with others.	✓	
Strong IT skills, including Microsoft Office 365.	✓	
Good business acumen and financial management, including budget management and planning.	✓	
Knowledge		
Sensitivity to Benslow Music's mission and ethos and commitment to the organisation's continued development.	✓	
Understanding of the principles of risk management, Health and Safety, and Data Protection.	✓	
Understanding of and demonstrable commitment to equality, diversity and inclusion	✓	
Knowledge of music, particularly in classical, jazz or folk genres.		✓
Qualities		
Able to spot and make the most of opportunities.	✓	
Creative and strategic thinker, able to problem-solve.	✓	
Efficient and proactive with a flexible approach.	✓	
Confident and a good networker.	✓	
Able to work with discretion and diplomatically.	✓	
Strong negotiator and influencer.	✓	

How to apply

To apply please email your application to executiveassistant@benslowmusic.org (Subject line: **Hires & Sales Manager application**). You will need to include:

- A CV detailing your relevant experience and skills.
- A cover letter (max 2 sides of A4) explaining why you are interested in this role at Benslow Music and showing how you meet the person specification.
- A completed equality and diversity monitoring form (available via the job page on our website).

Benslow Music aims to be an inclusive organisation, as well as the application materials, we ask applicants to complete our equality and diversity monitoring form to help us monitor our work in this area. These details are collected and stored independently to your application and cannot be traced back to you.

If you have any questions regarding the role or application process, please email: alexis@benslowmusic.org.

We are keen to ensure that our recruitment process is accessible to everyone. If you have any access requirements or barriers to application, please email alexis@benslowmusic.org to discuss how we might make reasonable adjustments to the process.

Closing Date: Friday 10 January, 12pm

Interviews: w/c 20 January

Please note, the closing and interview dates are a guide only and applications may be closed if we receive a high number of submissions. Interviews may also be held ahead of the guide dates. We advise to submit applications as early as possible to avoid disappointment.