



Applicant Pack
Commercial & Hires Manager





About Us

World Heart Beat is a registered music charity. Its programmes enrich the lives of children and young people, and its communities. We place social justice at our heart, providing equality of access through the removal of financial barriers to all, and giving a voice to those who are underrepresented.

World Heart Beat was established in 2009 by Sahana Gero MBE to meet the need for music tuition outside of school, and creative industry skills training, for some of London's most disadvantaged young people. In 2022 the organisation entered a new phase, opening a second site in Nine Elms, south west London. Our Embassy Gardens building, situated adjacent to the US Embassy, comprises a state-of-the-art concert hall (the first to open in London since 2008), industry standard recording studio, media broadcast room, teaching spaces and café/bar.

World Heart Beat Embassy Gardens is situated in the heart of a new neighbourhood, which forms part of the major Nine Elms regeneration. We are committed to providing access to quality, inspiring and joyful concerts, and events for the community, and to playing a crucial role in social cohesion.

Our broad global music programme is intended to appeal to a breadth of audiences, reflecting the vibrant diversity of London, attracting music lovers from across the capital and from our communities. Our concert programme features international musicians, as well as emerging artists at the start of their careers. Embassy Gardens will also enable us to do more for young people than ever before. Our outstanding facilities, including our studio, means we can record young musicians, giving them a foot up in their careers, as well as deliver our EMERGE training programme, which is designed to address the lack of representation of women, Black and disadvantaged young people, in the music industry.



The Role

The Commercial & Hires Manager is a pivotal role within our growing organisation, responsible for driving and maximising earned income across World Heart Beat Embassy Gardens.

World Heart Beat Embassy Gardens is a vibrant cultural organisation featuring a state-of-the-art concert hall, professional recording studio, music education spaces, and a café. With these exceptional facilities, we are focused on significantly expanding and diversifying our income streams through the continued growth of our studio, venue hires, events programme, and wider commercial activity, alongside the development of café and ancillary revenue opportunities.

The successful candidate will play a central role in building on and delivering WHB's commercial strategy. They will be responsible for achieving and exceeding income targets by proactively identifying new business opportunities, developing strong client relationships, and maximising revenue across all commercial areas. This role will be instrumental in strengthening WHB's market position while ensuring all commercial activity aligns with and supports the organisation's artistic and charitable mission.

We are seeking a hands-on, ambitious, and entrepreneurial Commercial & Hires Manager with strong commercial acumen and a proven ability to grow business in a dynamic, customer-focused environment. The role requires someone who can build and implement a robust income generation strategy, further develop our venue and studio hire offer, and take our commercial operations to the next level.

As WHB continues to evolve, there is significant opportunity to innovate and expand into new areas including film and media use of the venue, live streaming, and the development of World Heart Beat's recording label and other future commercial ventures.

If you are passionate about music and the arts and are motivated by the opportunity to contribute to an ambitious and values-driven charity, we would be delighted to hear from you as we continue to grow our impact and sustainability.



Key Responsibilities

Planning, Research and Delivery

- Develop and implement the Commercial Income Strategy to generate sustainable revenue streams that support all areas of World Heart Beat's activity and operations.
- Identify, develop and secure new commercial business opportunities across venue hire, recording studio services, concerts, events, partnerships and wider income streams.
- Generate and convert new business through networking, referrals, market research, industry engagement, strategic partnerships, and outbound business development activity, maintaining a strong sales pipeline and delivering against agreed income targets.
- Develop strategic relationships with clients, partners, promoters, agencies, corporates, suppliers and other stakeholders to increase revenue, strengthen WHB's profile, and support long-term commercial growth.
- Act as the primary commercial representative for WHB, conducting client meetings, venue tours, presentations and networking activity to secure new business and build long-term relationships.
- Prepare and present quotations, proposals and tailored commercial solutions; negotiate commercial terms and agreements; and convert opportunities into profitable bookings and partnerships.
- Ensure WHB's pricing strategy remains competitive, regularly reviewed and optimised to maximise earned income.
- Oversee the end-to-end management and delivery of commercial activity, including client communications, quotations, contracting, invoicing, operational planning, venue and studio set-up requirements, technical coordination and post-event follow-up.
- Oversee the operational delivery of commercial activity, coordinating with colleagues across Production, Programmes, Marketing, Development, Finance and Front of House to ensure events, hires and studio bookings are delivered efficiently and to a high standard.
- Prepare and manage all associated commercial administration, including quotations, contracts, hire agreements, invoices, schedules and client documentation, ensuring accuracy and timely completion.
- Act as the internal lead for commercial bookings, ensuring all departments are appropriately briefed and that operational requirements, technical needs, staffing and room set-ups are agreed and delivered.
- Monitor the delivery of commercial events, hires and studio activity, ensuring venues and associated spaces are prepared to the required standard and that clients receive a professional and seamless experience throughout.
- Work collaboratively with colleagues across the organisation to ensure the seamless delivery of services, an outstanding client experience, and high levels of customer satisfaction, retention, repeat business and referrals.
- Conduct regular client reviews to identify opportunities for account growth, upselling and cross-selling across WHB's services and facilities.
- Conduct market analysis, competitor research and sector benchmarking to identify emerging trends, customer segments and commercial opportunities, informing strategy and future growth.
- Produce accurate sales forecasts, pipeline reports and performance analysis to support strategic decision-making and income growth.
- Maintain accurate financial, operational and CRM records relating to all commercial activity, working closely with Finance colleagues to support invoicing, payment collection and reporting.
- Work closely with the Marketing team to develop the visual identity, positioning and promotion of WHB's commercial offer and deliver effective sales and marketing campaigns.



Recording Studio

Working with the Studio Manager & Chief Engineer and music industry partners:

- Establish WHB Studio as a leading destination for audio and video recording, generating income to support WHB's charitable work.
- Develop and deliver marketing, business development and industry engagement activity to increase studio bookings, attract high-profile artists, and enhance the studio's reputation.
- Build relationships with producers, engineers, artists, broadcasters, film and media companies, and other industry professionals to generate new business and expand the studio's client base.

Concerts

- While sitting outside of the artistic programme curated by the Artistic Director, identify and develop concert opportunities that attract world-class artists and their representatives, building relationships that generate new commercial concert activity.
- Position and promote the venue as a premier destination for high-profile performances and exclusive concert experiences featuring internationally acclaimed artists, requiring a specialist approach distinct from promoter-led, corporate and other commercial events.

Hires, Promoters & Corporate Events

- Promote WHB as a premium venue for hire to corporates, arts organisations, promoters, event organisers and community groups, ensuring alignment with WHB's artistic vision in collaboration with the Artistic Director.
- Develop new markets and commercial opportunities for venue hire, conferences, receptions, away days, performances and other events, maintaining a strong pipeline of prospective clients.
- Manage enquiries and negotiations, securing venue hire agreements, promoter deals and commercial partnerships that deliver income and maximise venue utilisation.
- Work closely with Development colleagues to identify potential corporate sponsors and partners, and with Artistic, Programmes and Production teams where clients can contribute to training and programme delivery.
- Deliver an exceptional client experience, working collaboratively with internal teams to ensure successful event delivery and encourage repeat business.
- Undertake any other duties as may be reasonably required.

Future Developments

To work with Senior Management on the scope, development, and income generation of:

- WHB Recording label
- WHB Publishing
- Live stream & Podcast services



Person Specification

Experience and Skills

- Minimum of three to five years' experience in a commercial, sales, or business development role, with responsibility for generating and growing earned income.
- Proven track record of achieving and exceeding sales and income targets across multiple revenue streams.
- Strong understanding of marketing and audience segmentation, with the ability to develop targeted messaging and campaigns that convert into revenue.
- Experience working in a fast-paced, target-driven environment with the ability to prioritise and deliver under pressure.
- Demonstrable proactive approach to identifying opportunities, driving business growth, and converting leads into income.
- Excellent relationship-building skills, with the ability to engage confidently with clients, partners, stakeholders, and internal teams.
- Strong written and verbal communication skills, including the ability to prepare clear proposals, quotations, and commercial communications.
- High level of numerical and financial literacy, with experience managing pricing, forecasting, and income reporting.
- Experience using CRM systems to manage pipelines, track activity, and support sales performance.
- Knowledge of the UK music, events, venue hire, or creative industries is desirable but not essential.

Personal Attributes

- Commercially minded, positive, and results driven.
- Self-motivated with the ability to work independently and take ownership of objectives.
- Highly organised with strong attention to detail and effective time management.
- Creative and entrepreneurial thinker, able to generate and develop new ideas and opportunities.
- Confident negotiator with the ability to secure commercial outcomes while maintaining strong relationships.
- Passionate about music, the arts, and their social and cultural impact.

Terms And Conditions

World Heart Beat is committed to creating a positive, inclusive, and respectful working environment where everyone can thrive free from discrimination. We are an equal opportunities employer and actively value diversity across our organisation. We welcome applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national or ethnic origin, gender, sexual orientation, age, marital status, or disability. We are also open to flexible working arrangements and encourage applications from individuals with a wide range of professional and educational backgrounds.

Health And Safety

All employees are required to undergo a DBS check and to understand and comply with World Heart Beat's Health and Safety Management Policy. This includes taking reasonable care for their own health and safety, as well as that of others who may be affected by their actions or omissions at work. The post-holder is also responsible for promoting and safeguarding the welfare of children and young people they come into contact with. They must adhere to and ensure compliance with World Heart Beat's Child Protection Policy at all times.

Further Role Details

- Role:** Commercial & Hires Manager
- Reporting to:** General Manager
- Company:** World Heart Beat Music Academy/CIC (WHB)
- Contract:** Full-time, 40 hours over 5 days (with 1 hour for lunch included). On occasion the post-holder will be expected to work a varying shift pattern to fulfil the requirements of the role and meet the needs of the organisation alongside other team members, which may include some evenings and weekends
- Salary:** £40,000 per annum
- Benefits include:** Contributory Pension Scheme; Staff ticket allocation; Discounts at our café; and at the company's discretion training & development tailored to your experience
- Location:** Office based, World Heart Beat Embassy Gardens, Nine Elms, South West London
- Holiday:** 20 days (full-time equivalent) plus bank holidays, increasing by one additional day for each completed year of service, up to a maximum entitlement of 25 days

How to Apply

To apply, please submit:

A current CV; and

A covering letter (maximum two pages) explaining:

- why you are interested in the role; and
- how your skills, knowledge and experience meet the criteria set out in the Person Specification.

(Applications that do not include both a CV and a covering letter addressing the Person Specification may not be considered).

Please include the names of two referees, one of which must be your most recent employer. References won't be taken up without your consent.

Your letter, CV and EO monitoring form should be emailed to Hilary O'Connor, General Manager, at: recruitment@worldheartbeat.org

Application Deadline: 5.00pm, Tuesday 14th July 2026

Interviews: Interviews are expected to take place during the week commencing 20th July 2026

