



Applicant Pack

Commercial Hires & Partnerships 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

We're looking for an entrepreneurial Commercial Hires & Partnerships Manager to drive new income opportunities across World Heart Beat.

This is an exciting role for someone who enjoys building relationships, identifying opportunities and turning ideas into sustainable revenue.

You'll lead our commercial activity across venue hire, corporate partnerships, sponsorships and new ventures, working closely with colleagues across the organisation to maximise income while delivering an exceptional client and partner experience.

A key part of the role will be developing and managing corporate partnerships, creating mutually beneficial relationships that support World Heart Beat's artistic and educational mission while generating sustainable income and raising the organisation's profile.

As World Heart Beat 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 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, commercial success and long-term sustainability.



Key Responsibilities



Business Development & Sales

- Develop and deliver World Heart Beat's commercial income strategy, identifying new markets, revenue streams and opportunities for growth
- Generate new business across venue hire, recording studio services, private hire concerts, corporate events and other commercial activities
- Build and manage relationships with clients, promoters, artists, agencies and event organisers to secure new business
- Prepare proposals, negotiate contracts and convert enquiries into confirmed bookings
- Manage a healthy sales pipeline, monitor performance and deliver against agreed income targets
- Identify opportunities to increase customer retention, repeat business and referrals

Corporate Partnerships & Sponsorship

- Develop and implement a corporate partnerships and sponsorship strategy aligned with World Heart Beat's charitable mission and commercial objectives
- Identify, cultivate and secure corporate sponsors and strategic partners to support concerts, festivals, education programmes and special projects
- Build and maintain long-term relationships with corporate partners, ensuring excellent account management, stewardship and renewals
- Work with the Marketing team to deliver partnership benefits and maximise sponsor visibility across events, publications and digital channels
- Collaborate with Senior Management to develop bespoke sponsorship packages, corporate memberships and strategic collaborations
- Monitor partnership performance, report on outcomes and identify opportunities to grow long-term corporate support

Commercial Operations

- Lead the delivery of commercial bookings and corporate partnerships from enquiry through to completion ensuring a seamless client and partner experience
- Coordinate with Production, Marketing, Finance and Front of House teams to deliver successful events, studio bookings and partnership activations
- Oversee commercial administration including contracts, sponsorship agreements, quotations, invoicing and reporting
- Monitor performance, review pricing and identify opportunities to increase revenue and improve operational efficiency

Key Responsibilities Cont.



Recording Studio & Live Events

- Work with the Studio Manager & Chief Engineer to grow the profile and commercial success of World Heart Beat's Recording Studio through industry engagement and targeted business development
- Develop commercial concert opportunities and build relationships with artists, promoters and their representatives
- Position World Heart Beat as a leading venue for performances, corporate events, brand activations and commercial hires

Strategy & Growth

- Work with the Marketing team to promote World Heart Beat's commercial offer and attract new customers and partners
- Analyse market trends, customer needs and competitor activity to inform future growth opportunities
- Contribute to the development of new commercial initiatives, and new revenue streams
- Identify opportunities for strategic partnerships that increase income, audience reach and organisational profile

Exciting Future Developments

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

- o Corporate Membership & Partnership Programme
- o Strategic Brand Collaborations and Sponsorship Opportunities

Person Specification

What We're Looking For

- A proven track record in business development, sales or commercial management
- Excellent relationship-building, networking and negotiation skills
- Commercially minded with the ability to spot opportunities and deliver results
- Strong organisational skills and the ability to manage multiple projects
- A proactive, self-motivated approach and a passion for growing income
- An interest in music, live events or the creative industries is highly desirable

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 & Partnerships 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, Monday 31st August 2026

Interviews: Interviews are expected to take place during the week commencing Monday 7th September 2026

