



## **Applicant Pack**

Commercial & Hires Manager



[worldheartbeat.org](http://worldheartbeat.org)

# The Role

The Commercial & Hires Manager is an exciting new and key role to support our expanding organisation.

World Heart Beat Embassy Gardens is home to a state-of-the-art concert hall and fully equipped recording studio, a music education centre, and a café. With these outstanding facilities, our vision is to diversify our funding sources by developing new income streams from the recording studio and hires business whilst enhancing the Café and other retail revenue potential.

With commercial expertise and a passionate interest in building business, the successful candidate will report to the General Manager, and be responsible for achieving sales targets by maximising income through identifying new opportunities, targeting all business streams, and advancing sales across the commercial

spaces, significantly contributing to the strategic direction of the overall commercial offer ensuring that they represent and support the ethos of the organisation.

We're looking for a hands on, ambitious, energetic, and positive, Commercial & Hires Manager who can set in place a robust strategy for earned income, which is a vital part of our business plan. Our venue, promoter, and studio hires business now need to be taken to the next level. As we move forward, we want to innovate and expand into new areas, such as filming and World Heart Beat's own recording label.

If you're passionate about music, would like to play your part in helping a small, friendly, and ambitious charity thrive, then we'd love to hear from you!







# 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. The organisation now enters 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. Our venue is immediately adjacent to housing estates which are amongst some of the poorest in the country, and where arts engagement is low, and fulfils a gap in provision (previously under-served for music venues (just two pubs and youth services). 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.



# Transforming Young Lives

*"If it wasn't for playing music, I wouldn't be alive. I used to carry a knife, but music changed all that. Playing music is my protection now"*

WHB student

We nurture the talents of the next generation in a warm and welcoming environment, which sees young people thrive. From an intake of 70 young people in 2010, we currently have c.350 students aged between 5 and 25 years at our academy in Southfields and at Embassy Gardens. Our new centre will enable us to reach more children and young people, and we hope to double our numbers over the next five years.

A snapshot of our track record to date:

- **We provide 9,000+ hours of music-making each year**
- **More than 50% of students receive free instruments and tuition**
- **60% of our students are 'Black, Asian or minority ethnic'**
- **We teach a global music programme, reflective of the diversity of our communities**



Students typically come to us regularly for more than seven years, and 40% come multiple times a week, which enables us to support their growth as musicians

We support young people to become independent young people in the world, nurturing them as individuals, growing their confidence and aspirations.

At a time when music education in the formal sector is being squeezed out of the curriculum and tuition is becoming increasingly unaffordable to many, our work is more valuable than ever.



## WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2022

### MUSIC LEADERS AGED 15-25



**91%** feel that WHB offers a supportive, encouraging & motivational environment



**80%** have learnt new music skills at WHB



**74%** feel more confident and have increased self-esteem

*“The talent, community & challenges here motivate me to get better each day.”*

### YOUNG PEOPLE AGED 12-14



**97%** attend WHB at least once a week



**80%** have learnt new music skills at WHB



**97%** believe that if they work hard they will succeed



**72%** report an improvement in their school work

*“I enjoy being in a creative environment & being around other musicians.”*

### CHILDREN AGED 11 AND UNDER



**100%** attend WHB at least once a week



**80%** said they feel more confident



**96%** feel supported by WHB teachers and staff



**72%** have improved communication skills

*“I love Wednesdays when I see my friends & the teachers. It’s a magical time.”*



# Key Responsibilities



## Planning, Research & Delivery

Working together with the General Manager to:

- Develop and implement the Commercial Income Strategy that will generate ongoing sustainable income, supporting all areas of World Heart Beat's activity and operations
- As part of the planning, ensure WHB's pricing strategy is competitive and maximises earned income potential
- Deliver income streams and achieve annual targets across a mix of commercial sources
- Ensure the effective management of all income generation activity which includes contacting, invoicing, operational logistics and technical requirements
- Provide an exemplary client service, building WHB's reputation, referrals and repeat business
- Be front facing for commercial clients, showing them the building and its facilities
- Build relationships with stakeholders including, but not exclusively, the music industry, corporates, and local service providers, to underpin the development of commercial income
- To bring knowledge of and to research new and existing earned income potential, and comparator models
- Work with marketing, developing the visual identities for WHB's earned income businesses and deliver effective sales and marketing campaigns
- Maintain thorough records of all corporate work and develop effective data management, processes, and implementation of best practice with our database (PatronBase)

## Recording Studio

Working with colleagues and music industry partners:

- Develop WHB's recording business through targeted marketing, as well as below-the-line activity such as events for producers and engineers

- Quote for and negotiate studio hires, handling proactively solicited enquiries and general business
- Optimise links with the music industry to make connections with profile artists, seeking to record and promote their work at WHB to build the reputation of the studio
- Market the studio to generate business from targets to include film/media companies, producers, engineers, artists, and broadcasters

## Hires and Corporate Events

- Market WHB Embassy Gardens for facility for hire, primarily to corporates, arts, and local organisations, for the purposes of evening receptions and parties, conferences, away days and other events, to generate profit to support WHB's charitable work
- Market WHB Embassy Gardens to Promoters and clients staging concerts (ensuring artistic "fit" through liaison with the Artistic Director), to augment WHB's public programme, broaden its connections, raise the profile of the venue, and reach new audiences
- Quote for and negotiate hires and promoter deals, handling proactively solicited enquiries and general business and convert incoming enquiries into profitable sales opportunities
- Identify prospective markets and find routes to reach high-value hirers and develop a robust database of prospective clients
- Provide a high-quality service to all enquirers and clients, working with colleagues to undertake the front facing delivery
- Work closely with Development colleagues, to identify businesses with potential to become corporate sponsors and partners, and with Artistic, Programmes and Production colleagues, where clients could contribute towards training and programme delivery

## Future Developments

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

- The WHB Recording label
- WHB Publishing
- Live stream services
- Other areas to be identified

## Other

- Undertake any other duties as may be reasonably required

Please note that as this is a new role, we will review this role description after 6 months to ensure it meets the needs of the company, making changes as necessary

# Person Specification

## Skills and Experience

- At least two years' experience of developing and delivering effective earned income strategies
- Demonstrable track record generating sales and income from a variety of sources
- Capable marketer, with an understanding of how to segment target markets and develop tailored marketing messages and campaigns
- Experience of working under pressure within a focused, target-driven environment
- Able to demonstrate a proactive and creative approach to "moving things on"
- Strong communicator, with the ability to build relationships with a wide range of clients and partners, and work effectively across the WHB team
- Excellent literacy and numeracy
- Knowledge of CRM databases
- Knowledge of the UK music industry is desirable, but not essential

## Personal Attributes

- Positive and forward-thinking
- Ability to self-start and work independently
- Highly organised
- A creative flare to stimulate thought and develop new ideas
- A confident negotiator
- Enthusiastic about the music and / or the arts, and how they benefit society

# Further Role Details

|                          |  |
|--------------------------|--|
| <b>Role:</b>             | Commercial & Hires Manager   |
| <b>Reporting to:</b>     | General Manager  |
| <b>Working with:</b>     | Across all creative teams  |
| <b>Company:</b>          | World Heart Beat   |
| <b>Salary:</b>           | £40,000 per annum  |
| <b>Benefits include:</b> | Contributory Pension Scheme; Discount at our cafe; Free concert tickets  |
| <b>Hours:</b>            | Full-time, 40 hours per week (with 1 hour for lunch included).<br>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. |
| <b>Location:</b>         | Office Based, World Heart Beat Embassy Gardens, Nine Elms, South West London   |
| <b>Holiday:</b>          | 20 days plus bank holidays   |

## TERMS & CONDITIONS

### EQUALITY, DIVERSITY & INCLUSION

World Heart Beat is committed to creating a positive and inclusive environment where everyone feels respected and free to work without fear of discrimination. We are an equal opportunity employer and value diversity in our practice. We encourage applications from all backgrounds and do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status or disability status. We welcome applications from people requiring flexible working arrangements and from anyone with any professional or educational background.

### HEALTH AND SAFETY

All employees will be required to have a DBS check and are required to understand and comply with World Heart Beat Music Academy's Health and Safety Management Policy, including taking reasonable care for their own health and safety and that of others who may be affected by their acts or omissions whilst at work. The post-holder's responsibility for promoting and safeguarding the welfare of children and young people for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with World Heart Beat Music Academy's Child Protection Policy Statement at all times.

## HOW TO APPLY

Please provide a copy of your current CV together with a covering letter explaining why you are interested in the position and how your skills and experience aligns with the person specification.

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: [hilary@worldheartbeat.org](mailto:hilary@worldheartbeat.org)

If you would like to have an informal chat about the role, please email James Gero, CEO, at: [james@worldheartbeat.org](mailto:james@worldheartbeat.org)

**Application Deadline:** 5pm, Monday 25 March 2024

**Interviews:** Week commencing 1 April