



## QUAKERS IN BRITAIN JOB DESCRIPTION

<b>JOB TITLE:</b>	Sales Manager
<b>REPORTING TO:</b>	Head of Events
<b>RESPONSIBLE FOR:</b>	2x Event Executives
<b>DEPARTMENT:</b>	Sales & Events
<b>DATE:</b>	March 2026

### Job Purpose

To lead and develop the sales function for Friends House, driving revenue growth and maximising occupancy across its meeting and event spaces. This role ensures excellent client experience from enquiry to contract, manages a team of Sales Executives, and account management of key clients and agents, while upholding Quaker values.

### Key Responsibilities

- Lead the sales function to achieve and exceed revenue, conversion, and occupancy targets.
- Develop and deliver sales strategies in collaboration with the Head of Events.
- Manage the full client journey from enquiry through to contract handover, ensuring a seamless customer experience.
- Account management of key clients, agents, and partner organisations.
- Line-manage and support a team of Sales Executives through coaching, KPIs, and regular reviews.
- Represent Friends House at networking events, trade shows, and familiarisation visits.
- Oversee use of the venue management system (e.g. NFS Rendezvous), ensuring data accuracy and timely reporting.
- Monitor and report on sales activity, conversion rates, revenue forecasts, and other KPIs)
- Ensure all bookings and client communications reflect Quaker values and comply with the Friends House lettings policy.

- Work closely with planning, operations, and marketing teams to ensure smooth event delivery and strong internal communication.
- Support client feedback, issue resolution, and continuous improvement in service quality.
- To undertake any other reasonable tasks that may be required to meet the needs of the business (during off-peak periods this could involve other duties in other departments).

### **Working Conditions, Physical and Emotional Demands**

- Full-time, normally 35 hours per week, Monday to Friday.
- Occasional early mornings, evenings, or weekends may be required for networking or client events.
- Primarily office-based at Friends House, Euston, with limited home working possible by agreement.
- The role involves regular movement around the building, conducting site tours and liaising with clients.

### **Other Responsibilities:**

- To undertake duties and responsibilities commensurate with the post
- Support the Quaker Leadership Framework and Quaker Values.
- Responsible for ensuring that QiB's Safeguarding Policy is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Equal Opportunities Policy is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Health & Safety Policy is adhered to at all times
- Responsible for ensuring that QiB's commitment to sustainability is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Staff handbook is adhered to at all times.
- A commitment to championing equity, diversity and inclusion in our workplace community

### **Safeguarding Requirements:**

- Completion of mandatory training modules on safeguarding adults and children, including annual refresher training.

**QUAKERS IN BRITAIN**  
**PERSON SPECIFICATION**

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<b>Department:</b>	Sales & Events
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**Essential Knowledge:**

- Understanding of venue or conference sales and event booking processes. (A, I)
- Basic financial knowledge relevant to deposits, invoicing, and revenue tracking. (A, I)
- Awareness of Health & Safety standards in event operations. (I)
- A good understanding of equity, diversity and inclusion in the workplace

**Essential Values and Behaviours:**

- Sympathetic to Quaker values and ethical business practices (training and induction provided). (I)
- Demonstrates integrity, respect, and fairness in all interactions. (I)
- Committed to excellent customer care and team collaboration. (A, I)

**Essential Experience:**

- Experience in venue, hospitality, or conference sales. (A, I)
- Experience leading or supervising a team. (A, I)
- Experience managing client accounts and developing business relationships. (A, I)
- Experience meeting or exceeding revenue and sales targets. (A,I)

**Essential Skills:**

- Strong leadership and motivational skills. (I)
- Excellent communication and negotiation ability. (I)
- High attention to detail and organisational skill. (I)
- Confident use of CRM or event booking systems (e.g., NFS Rendezvous). (A,I)
- Ability to prioritise, multitask, and work to deadlines. (I)
- Professional, proactive, and adaptable attitude. (I, As)

**Essential Qualifications:**

- Educated to A-Level or equivalent. (A)

**Desirable (Not Essential):**

- Experience representing a values-led or ethical organisation. (A, I)
- Experience in supplier management. (A, I)
- Training in Health & Safety. (I)
- Knowledge of AV systems or digital event platforms. (A,I)
- Membership of a professional event management association (e.g. MIA, HBAA). (A, I)
- Professional development in sales, hospitality, or management (formal or informal) (A)

- Relevant hospitality or event management qualification. (A)

(A: Application or CV, I: Interview, As: Assessment at selection)