



**CITY VARIETIES**  
MUSIC HALL · LEEDS

*The*  
**GRAND**  
Theatre & Opera House Leeds



## ROLE DESCRIPTION AND PERSON SPECIFICATION

|                             |                                                                    |
|-----------------------------|--------------------------------------------------------------------|
| <b>Job title:</b>           | Venue Hire & Business Development Manager                          |
| <b>Reports to:</b>          | Chief Executive                                                    |
| <b>Contract Type:</b>       | Permanent                                                          |
| <b>Hours:</b>               | 37 hours per week                                                  |
| <b>Salary:</b>              | £34,805                                                            |
| <b>Holiday Entitlement:</b> | 25 days per annum plus bank holidays, increasing after five years  |
| <b>Location:</b>            | Based across Leeds Heritage Theatres venues, with some flexibility |

---

## ABOUT LEEDS HERITAGE THEATRES

**“Where creativity thrives, and stories unfold”**

Leeds Heritage Theatres is the custodian of three of the city's most iconic venues:

- **Leeds Grand Theatre:** A cornerstone of the city's cultural life and a landmark of Victorian elegance, the Grand hosts world-class musicals, drama, opera and dance. The venue seats approximately 1,500 people and is complemented by the Howard Grand Hall, a space for around 80 people, alongside several bars and studio spaces.
- **City Varieties Music Hall:** Known for its rich music hall heritage, today the City Varieties offers a vibrant programme of comedy, cabaret, spoken word, live music and pantomime, upholding its legacy as one of the UK's most cherished performance spaces. The venue seats approximately 450 people and includes a historic bar that supports events and audience activity. The venue is licensed for weddings.
- **Hyde Park Picture House:** One of the world's last surviving gas-lit cinemas, Hyde Park Picture House is home to independent, international and archival cinema, offering a unique and enriching film experience. The venue includes two cinema screens with capacities of approximately 250 and 50 seats, together with a flexible foyer, café and breakout spaces that support community, learning and private events. The venue is licensed for weddings.

Together, these venues make a vital contribution to the cultural life of Leeds.

As a charitable organisation, our vision is to be a hub of creativity, celebrating the work of local, national and international artists and the human connection of arts and culture. Our work will be underpinned by excellence, skill, inclusivity, collaboration, learning and generosity, and will be visible not only at home in Leeds but regionally, nationally and virtually. Our physical and digital sites will be places of congregation, engagement, excitement and welcome. We will always be future-facing and outwards-facing, whilst recognising our heritage and our history.

We will deliver this vision by working with the most exciting artists and creatives of our time and flinging open our doors to welcome as many people as possible into our spaces. We want to reach across art forms, reignite past collaborations, forge new partnerships, celebrate our creative learning

programmes, reimagine a compelling new identity, and realise an arts organisation that fosters inclusion and belonging.

As an independent charity that receives no regular revenue subsidy, we generate most of the income needed to sustain our work ourselves. Every commercial event, venue hire and partnership helps fund the care of our historic venues, supports ambitious artistic programming, invests in learning and engagement, and creates opportunities for people and communities across Leeds to experience and participate in the arts.

## **ROLE PURPOSE**

The Venue Hire and Business Development Manager is responsible for driving commercial venue hire income, maximising the utilisation of Leeds Heritage Theatres' venues and spaces, and ensuring the effective planning and coordination of activity across the organisation. The postholder will lead the development of a proactive venue hire sales function, generating new business opportunities, building relationships with corporate, community and commercial clients, and converting enquiries into profitable bookings that contribute to the organisation's income generation targets.

Acting as the organisational lead for the venue management system (Artifax), the postholder will ensure the accurate planning, scheduling and management of all venue bookings, providing the intelligence, reporting and operational oversight needed to support both commercial and artistic decision-making. They will develop and embed robust systems, processes and performance measures that maximise venue utilisation, improve enquiry conversion, strengthen pipeline management and optimise the commercial return from Leeds Heritage Theatres' estate.

Working closely with colleagues across Programming, Marketing, Finance, Development, Technical and House Management, the postholder will identify new markets, enhance the customer journey, develop compelling venue hire propositions and build the organisation's reputation as a leading destination for events, conferences, hospitality and venue hire in Leeds. The role will also support the delivery of advocacy, stakeholder and corporate events, ensuring that all activity is planned and delivered to the highest professional standards.

Through a combination of commercial acumen, relationship management, sales leadership and operational planning, the postholder will play a key role in supporting Leeds Heritage Theatres' long-term financial sustainability, commercial resilience, and strategic growth.

## **KEY RESPONSIBILITIES**

### **Sales & Business Development**

- Developing a quality venue hire offer across Leeds Heritage Theatres' portfolio of venues.
- Working with colleagues to establish and maintain accurate venue hire rate cards and pricing frameworks.
- Proactively identifying and developing new commercial opportunities within corporate, public sector, charity, MICE and private event markets.
- Managing the full sales pipeline from enquiry through to confirmation.
- Preparing quotations, proposals and contracts.
- Negotiating commercial terms and maximising revenue opportunities.
- Building a strong pipeline of prospective clients, maintaining accurate sales forecasts, and developing cross-sector networks to generate new leads and commercial opportunities.

- Developing repeat business and long-term client relationships.
- Work with colleagues across Programming, Marketing, Finance, Technical and House Management to ensure commercial activity is aligned with organisational priorities and income targets.
- Identify opportunities to maximise utilisation of underused spaces and increase commercial return from existing assets.
- Work closely with the Marketing team to create digital and print materials promoting venue hire opportunities.
- Support targeted marketing campaigns to attract new clients and partnerships.

#### **Venue Management System Coordination (Artifax)**

- Act as the organisational lead for Artifax, ensuring it operates as the single source of truth for venue availability, bookings, scheduling and utilisation across Leeds Heritage Theatres.
- Maintain the accuracy and integrity of all venue booking data, ensuring effective communication of schedules and availability across departments.
- Manage venue scheduling to maximise utilisation, avoid conflicts and support both commercial and artistic priorities.
- Develop and deliver training, guidance and support to colleagues, promoting consistent and effective use of Artifax across the organisation.
- Produce reports, dashboards and management information on venue usage, availability, booking trends and revenue generation to support operational and commercial decision-making.
- Develop, implement and continuously improve administrative systems and processes relating to venue planning, bookings and space management, drawing on sector best practice.

#### **Processes & Best Practice**

- Act as the organisational lead for commercial venue hire administration and enquiry management, creating a clear and consistent booking journey across all venues.
- Develop and maintain a centralised enquiry management process, ensuring all venue hire enquiries are captured, tracked and reported consistently.
- With the marketing team, create and maintain venue hire information packs, specifications, floorplans, capacity information and sales materials.
- Support the development of commercial reporting systems, including enquiry conversion rates, pipeline value, venue utilisation and profitability analysis.
- Produce regular reports on venue availability, booking trends and commercial performance to support decision-making.
- Maintain accurate records of venue inventory, technical capabilities, operational constraints and hireable assets.
- Support the implementation of recommendations arising from commercial reviews, market analysis and venue hire development projects.
- Assist with competitor research, market intelligence and benchmarking activity to inform commercial planning and pricing decisions.

#### **Event Coordination**

- For commercial hires, hand over and brief venue-specific contacts on event coordination and delivery once an event has been confirmed and contracted.
- Support the planning and delivery of all advocacy events, overseeing event schedules, briefing documents and guest lists in conjunction with the Head of Development and the Executive Assistant to the CEO.

- Monitor and respond to feedback to ensure client satisfaction, encourage repeat business, and uphold venue standards throughout.
- Ensure all event details, operational requirements and scheduling information are accurately captured and maintained within Artifax.
- Ensure all events are compliant with health and safety regulations and internal venue policies.
- Coordinate with LHT's H&S committee members to risk-assess all external hires and event activities.

#### **Financial Oversight & Commercial Performance**

- Track commercial venue hire income, expenditure and profitability across all venues.
- Work closely with Finance colleagues to improve costing methodologies and reporting processes to ensure that pricing models accurately reflect staffing, technical, operational and venue costs.
- Monitor commercial performance against targets and identify opportunities for improvement.
- Contribute to annual budgeting, forecasting and income generation planning.

#### **Organisational and General Responsibilities**

- Contribute to the delivery of LHT's Strategic Plan, artistic vision and organisational priorities through the work of the role.
- Work collaboratively with colleagues across departments, sharing information promptly and supporting effective planning and delivery.
- Use time, budgets and other resources responsibly, following agreed procedures and raising concerns or opportunities for improvement with the line manager.
- Support LHT's commitment to artistic excellence, social impact and financial sustainability in day-to-day decisions and work.
- Demonstrate LHT's values of Creativity, Integrity, Inclusivity and Passion, treating colleagues, artists, partners and audiences with respect.
- Support equality, diversity, inclusion and accessibility, recognising barriers to participation and helping to make LHT's work and ways of working more inclusive.
- Support LHT's Environmental Sustainability Strategy and Action Plan by using resources responsibly and adopting sustainable working practices.
- Follow relevant statutory, regulatory and organisational requirements, including health and safety, security, safeguarding, data protection and licensing where applicable. Identify and report risks, incidents or concerns promptly.
- Suggest practical improvements to systems and ways of working, and support agreed organisational changes.
- Represent LHT professionally when dealing with artists, partners, suppliers and other external contacts.
- Maintain the knowledge and skills needed for the role, taking part in relevant training and professional development.
- Undertake other duties reasonably required by the line manager, consistent with the responsibilities and level of the role.

## PERSON SPECIFICATION

### Essential

#### Commercial

- Proven track record of achieving sales or income targets within venue hire, hospitality, events or MICE.
- Strong commercial awareness and confidence negotiating hire fees and contracts.
- Commercially minded with an understanding of income generation in a cultural or not-for-profit context.
- Experience of balancing commercial objectives with operational requirements.
- Strong analytical skills with the ability to interpret data and produce management information.

#### Venue-hire processes

- Experience managing the full venue hire sales process from enquiry through to contract and handover.
- Experience of managing a CRM or Venue Management system, with complex administrative processes.
- Experience of developing procedures, workflows or operational improvements.

#### Communication and relationships

- Excellent interpersonal and communication skills.
- Experience building relationships with corporate clients, agencies and event organisers.
- Excellent stakeholder management with operational, technical and front-of-house teams.

#### Time management

- Ability to prioritise multiple concurrent events and deadlines.
- Experience developing new business alongside managing inbound enquiries.
- Highly organised and able to manage multiple priorities and deadlines.
- Ability to work flexible hours, including occasional evenings and weekends as the role requires.

### Desirable

- Experience working in heritage, arts, or performance venues.
- Knowledge of Leeds and its commercial and cultural sectors.
- Existing contacts within local corporate or agency event networks.
- Experience working with caterers and preferred suppliers.

## OTHER DETAILS

|                           |                                                                                                              |
|---------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Notice Period:</b>     | Two months                                                                                                   |
| <b>Probation Period:</b>  | Four months                                                                                                  |
| <b>Pension:</b>           | Generous average salary scheme                                                                               |
| <b>Employee Benefits:</b> | Access to employee assistance programme (EAP), staff discounts, flexible working, and training opportunities |