

Job Description

Job Title	Senior Sales and Marketing Manager
Directorate	Neighbourhoods and Housing
Service Area	City Halls / Culture Liverpool
Grade	8
Competency Level	2
Salary	£46,142 - £51,356
Job Type	Office Based
Location	City Halls
Disclosure and barring service (DBS)	Not Applicable
Job Evaluation Ref No	A10078

Job Purpose

As Senior Sales and Marketing Manager, you will lead the strategic direction and delivery of all sales and marketing activity across the City Halls portfolio, with a key focus on St George's Hall. You will drive commercial growth through venue hire, events, and partnerships, ensuring financial targets are met while upholding the venues' reputation and public value.

You will manage a high-performing team to deliver innovative campaigns, unlock new business opportunities, and elevate the profile of the venues locally and nationally, ensuring all activity aligns with brand standards and operational excellence.

Directly Responsible For:

Sales Development Manager

Venue and Events Team

Marketing Manager

Directly Responsible To:

Head of Venue Operations

Main Areas of Responsibility:

Sales Leadership

- Hold sign-off authority for all client proposals, venue hire agreements, partnerships, and ticketing contracts
- Own the commercial P&L responsibility, ensuring all activity is approved in consultation with the Head of Venue Operations
- Own the commercial income budget, tracking performance, identifying risks and opportunities, and providing regular strategic updates to Head of Venue Operations
- Lead the commercial sales strategy across City Halls, driving revenue growth, profitability, and long-term sustainability
- Integrate and Optimise CRM systems across your team to support lead generation, pipeline management, and customer retention
- Use sales team performance data and market insights to refine strategies, pricing models, and forecasting

- Lead on pricing strategy, sales forecasting, and revenue planning, ensuring alignment with market conditions and business objectives
- Ensure seamless transition from sales team to operations team, maintaining service excellence throughout the customer journey
- Champion a customer-first culture and maintain strong relationships with stakeholders to drive high-value business
- Represent the organisation at industry events, trade shows, and networking forums to build visibility and generate strategic leads

Marketing Management

- Lead the development and execution of integrated marketing campaigns (digital, print, PR, and social) to drive brand awareness and lead generation
- Manage the marketing budget, ensuring efficient allocation of resources and clear measurement of campaign ROI
- Oversee brand positioning and messaging, ensuring consistency across all channels and alignment with the organisation's values and commercial goals
- Use market intelligence and competitor analysis to inform campaign strategy, identify new opportunities, and maintain a competitive edge
- Lead and develop the marketing team, setting clear objectives and fostering a culture of creativity, accountability, and performance
- Support the Sales Development Manager in lead generation, partnership development, and attendance at key industry events
- Build and nurture relationships with key clients, media contacts, and industry influencers to enhance the reputation and reach of the venues

Supervision and Management Responsibility:

- Lead and manage the Sales and Marketing team members, setting clear KPIs and managing performance expectations to drive results

- Lead on the allocation of work streams, key accounts and special projects to your team
- Establish a high-performance culture through regular one-to-one coaching, meaningful annual appraisals, and proactive workforce planning and development
- Foster a collaborative and motivated team environment, encouraging innovation, accountability, and continuous improvement in service delivery and customer experience

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Support the Head of Venue Operations in managing and monitoring commercial budgets, ensuring alignment with strategic goals and financial targets
- Lead the development of an annual commercial programme, identifying new products, services, and income streams to grow profitability across the City Halls portfolio
- Prepare and present accurate sales forecasts, revenue reports, and marketing performance insights, using data to inform strategic decisions and optimise resource allocation
- Review and assess the financial viability of all commercial activity, including profit and loss analysis, cost control, and budget adherence
- Monitor financial performance rigorously, delivering within budget and identifying opportunities for savings, efficiencies, and external funding to support growth

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic and environmental benefits for the council, residents and communities
- Work collaboratively with City Halls community engagement team to enhance a commercial offer where appropriate

Physical Demands of the Job:

- The needs of our busy venues are fluid; working in this role is not a 9am to 5pm / Monday to Friday role. You agree to work flexibly over a 7 day week when required, which may include unsociable hours, weekends and bank holidays; this will be allocated on a roster basis
- Whilst you may be allocated a primary place of work, you agree to work flexibly across City Hall's to support the delivery of all scheduled activity
- As a direct reflection of our business, you will take personal pride and maintain a high standard of professional appearance whilst on duty

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken



- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at competency level 2.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree in Marketing, Business or related field, or equivalent experience (A,I)

Experience

Essential

- Proven experience within a Sales and Marketing leadership role, which included executing strategic sales and marketing plans (A,I)
- Strong background in CRM implementation, lead generation and pipeline management (A,I)

Skills/Abilities

Essential

- Strong understanding of sales, forecasting, KPI monitoring and performance reporting (A,E)
- Excellent negotiation, presentation and communication skills (A,P)
- Proven ability to lead, motivate and develop high performing teams (A)

Commitment

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council Other

