Commercial Sales Manager
Candidate Pack



A theatre for everyone

birmingham-rep.co.uk

the Rep



Welcome

Established in 1913, The Rep has an unparalleled history as a pioneering repertory theatre and the launch-pad for some of the most exciting talent in UK theatre both past and present. Today it is a producing powerhouse with three auditoria - The House, 816 seats; The Studio, 292 seats; The Door, 133 seats - as well as extensive on-site production facilities: set building, scenic art, wardrobe, props workshop, lighting, sound/AV, stage and stage management.

Producing theatre is the core of The Rep's mission and it creates up to ten productions a year of varying sizes across its stages. Many are made in co-production with other theatres and commercial producers and all Rep-led productions are built in house. Alongside in house productions, the theatre presents a programme of visiting productions. The theatre also has an impressive creative learning and talent development programme delivering opportunities for thousands of young people every year.

Under the Artistic Direction of Joe Murphy, The Rep creates artistically ambitious, world-class theatre for everyone. It commissions and produces new work that is proudly made in Birmingham, and which lies at the core of the theatre's programme. Over the last 15 years the company has produced more than 130 new plays.

Rachael Thomas and Joe Murphy Photograph credit: Kris Askey

Being Our Commercial Sales Manager

The Commercial Sales Manager will lead the Sales & Events team to convert enquiries, manage event coordination and deliver a consistent customer journey from enquiry to operational handover. They will work collaboratively with the Business Development Manager on income generation and with the General Manager on event readiness and delivery.

We would welcome someone who has excellent client service, judgement and problem-solving skills, as well as the ability to manage people and performance.

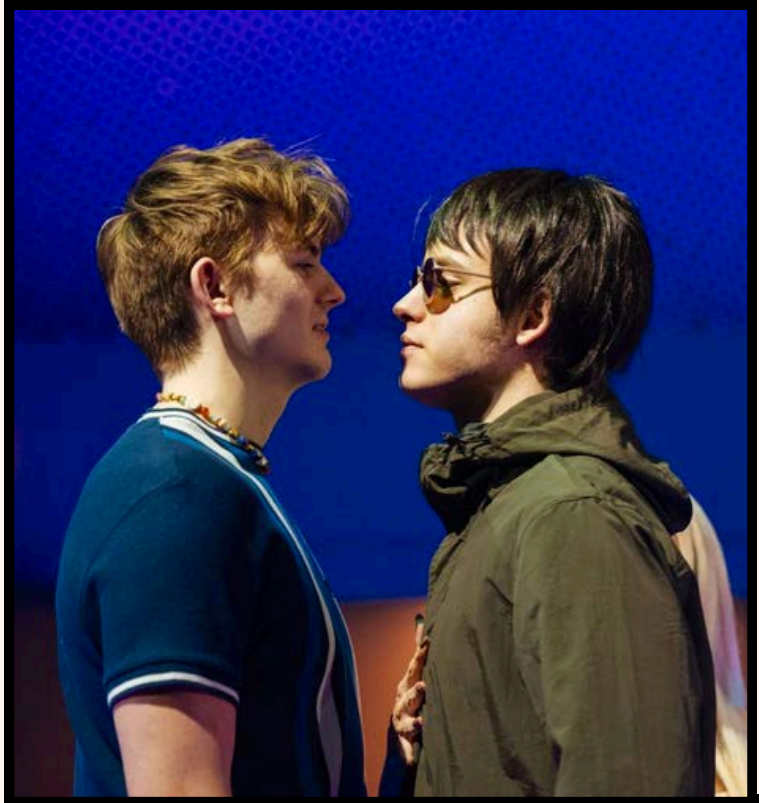


***Marriage Material**, 2025* Photograph credit: Helen Murrary

Your responsibilities will include;

- Line manage, coach and develop the Sales Executives and Event Coordinators.
- Allocate enquiries, accounts and coordination work fairly and monitor capacity and cover.
- Lead team sales meetings, performance reviews, training and individual objectives.
- Oversee enquiry response, proposals, contracts, conversion and client service standards.
- Manage the team pipeline, business on the books, forecasting and income performance.
- Oversee venue diary utilisation, yields, pricing compliance and release decisions.
- Ensure accurate, timely transfer from contracted sales to event coordination.
- Oversee complete function sheets, final details, supplier orders and operational handovers.
- Maintain regular operational coordination with the General Manager and technical and F&B teams.
- Resolve escalated client concerns and coordinate improvements after feedback.
- Monitor quality and use of Events 500 and associated reporting processes.
- Work with the Business Development Manager on proactive leads, conversion and income delivery.
- Ensure sales and coordination colleagues provide mutual cover at peak periods and during absence.
- Identify risks, resource constraints and service improvements for the Managing Director.

If this could be you and you would like further information about the role, further details are in the **Job Profile.**





***Top: The Battle**, 2026* Photograph credit: Helen Murray
***Bottom: Little Red Riding Hood,** 2023* Photograph credit: Graeme Braidwood

GDPR personal data notice

By applying, you consent to the secure processing of your personal data for recruitment purposes, in line with GDPR. We will store your information securely and used solely for evaluating your suitability for current and future roles. For full details, please see The Rep's Privacy Policy on our website.

Diversity Monitoring

Our ultimate aim is to have diversity of all kinds in every layer of the organisation and to help us keep track of our progress, we kindly ask you to answer Equality and Diversity questions alongside your application. Your responses will not be shared with the recruiting managers.

Safeguarding

The Rep is committed to safeguarding and promoting the welfare of children, young people, and adults at risk. We foster a culture where all staff and volunteers are expected to report concerns regarding vulnerable individuals or the conduct of colleagues and others they encounter. As part of our safer recruitment practices, the suitability of all prospective employees and volunteers is thoroughly assessed. Roles involving regulated activity will require an Enhanced DBS check.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





***Top: Becoming Nancy**, 2024* Photograph credit: Mark Senior
***Bottom: The Lion, The Witch and The Wardrobe**, 2023* Photograph credit: Mark Senior





Your Birmingham Rep

The Rep is a Disability Confident Employer and we participate in the 'Offer an Interview' scheme. This means we will offer an interview to anyone who is D/deaf or has a disability for the post who meets the minimum criteria.

By 'minimum criteria' we mean that you must provide us with evidence in your application form which demonstrates that you generally meet the level of competence required for each competence (or could with reasonable support), as well as meeting any of the qualifications, skills or experience defined as essential in the person specification. If you would like to apply under this scheme please select this option on our application portal.

***Top: A Thousand Splendid Suns**, 2025* Photograph credit: Ellie Kurttz
***Bottom: Sherlock Holmes and the 12 Days of Christmas**, 2025* Photograph credit: Pete Le May



There’s no such thing as perfection

At the Rep we don’t expect or look for the ‘perfect candidate’, instead we look for people who can positively contribute to our team. In return you will be given support, encouragement and all the right conditions to grow, succeed and be your best. We are committed to creating an inclusive workplace where difference is a strength and every unique voice and skill is recognised and valued.

For us, recruitment is more than a match against a job description, it’s about feeling excited to come to work every day and being proud of who you work with and for. We believe The Rep is for everyone, so however you identify, whatever your background, if you feel excited about this role then we urge you to please apply.

It’s important to us that The Rep reflects the communities we serve and therefore we particularly welcome applicants from the global majority and D/deaf & disabled communities as these groups are not as well represented as we want them to be. We have experience in supporting individuals to Access to Work requests and encourage any and all staff who may benefit from the scheme to use it. We will always try to make the adjustments needed so that you can perform to the best of your ability and professionally thrive in a supportive and engaging environment. We want our Rep to be culturally informed and accessible to all, so we encourage you to celebrate and share your own cultural experience and knowledge of our city proudly in your application.

***Small Island**, 2026* Photograph credit: Pamela Raith