



Sales Manager

Purpose: The Model, one of Ireland's leading centres for the contemporary arts, is recruiting a Sales Manager (SM), a new senior strategic position within the organisation. It will be an integral role, responsible for driving increased revenue across a range of earned income sources, including retail, venue & facilities hire, box office and new business opportunities. The SM will work closely with, and report to, the Director. They will also work in close collaboration with the General Manager, the Financial Officer and all of The Model team.

The Key Deliverables include:

- Grow income across a range of areas by increasing the level of commercial activities at The Model. The SM will be responsible for achieving sales targets on a quarterly basis
- Develop and drive income through a new retail offering at The Model
- Identify new business opportunities for The Model
- Enhance the welcome and visitor experience across The Model's public-facing areas (shop, reception)
- Foster relationships with the local & regional business community and key stakeholders to maximise revenues for The Model.

The SM will be a creative, driven and effective individual. They must have an excellent knowledge of tourism, marketing and retail, and a proven track record of income generation. Through their deliverables, the SM will make a key contribution to The Model's success on the next exciting phase of our journey as outlined in our Strategic Plan 2024-2028.

Job Title: Sales Manager

Employer: The Model, home of The Niland Collection

Responsible To: Director

Pay scale: Competitive and commensurate with experience

Contract: 3 Years initially

Probation period: 9 months

Conditions: Full time. Alternate weeks are Monday-Friday & Tuesday-Saturday, 9am – 5.30pm.

Benefits: 21 days of annual leave, plus public holidays

Place of Employment: The Model, The Mall, Sligo. F91TP20

The operational nature of this role requires presence on site

The Model



Direct Reports: Part-time Front of House Staff x 2

Further Information: Aga Sikorzak agasikorzak@themodel.ie

To Apply: Please apply to The Model's Director via Aga Sikorzak agasikorzak@themodel.ie with the following documents:

- A comprehensive Letter of Application demonstrating how you meet the criteria and specification for this position.
- A Curriculum Vitae

References: The successful candidate will be required to provide two comprehensive written references on request.

Application deadline: 12pm Monday 12 February, 2024

Job Description

- Drive the profits gained from all The Model's business activities, and oversee the operations of same;
- Develop, manage, and maximise profit margins from a new retail offering at The Model that is in keeping with the organisation's core work, values and ethos;
- Oversee all aspects of venue hire, including pricing, contracts, staffing and operations;
- Create profit-focused packages and products that increase earned income streams, in collaboration with the café, cinema or other programme areas, as approved by the Director;
- Identify and target markets for such products and make sales;
- Develop relationships that lead to new business opportunities for The Model with the local and regional business community, Sligo Business Improvement District, Failte Ireland, and / or Chamber of Commerce etc;
- Manage the running of a dynamic, friendly, welcoming and inclusive front of house;
- Ensure that front of house is run as effectively as possible, and that day-to-day operations, correspondence and queries are handled smoothly and professionally;
- Ensure that all of The Model shop and front of house personnel are trained to the highest standards of customer excellence;
- Foster and maintain productive relationships with partners that regularly lease The Model's facilities, and increase profits from venue hire;
- Manage and oversee all tenant queries and contracts;

The Model, home of The Niland Collection
The Mall
Sligo
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www.themodel.ie

The Model



- Represent The Model at key industry events that have the potential to increase sales;
- Work closely with the Marketing Coordinator to ensure increased positive national and local visibility;
- Ensure that all areas of The Model's commercial activities are effectively promoted and communicated to the public and key stakeholders;
- Devise and implement social media campaigns with the Marketing Coordinator that drive footfall to The Model's shop;
- File daily financial reports, ensuring accurate handling, reconciliation of sales and ticket transactions at the end of day;
- Act as a keyholder as appropriate and required;
- Maintain a commitment to training and professional development;
- Be an advocate and effective representative of The Model at private views, previews, other evening and weekend events as appropriate and at external events;
- Undertake other duties as may be reasonably required;

Essential Person Specification:

- Excellent interpersonal skills, with the ability to relate to, and confidently engage with, colleagues, business people, artists/practitioners, tenants, service users, stakeholders, funders, and partner organisations;
- An evidenced track record of increasing profits from a variety of sources;
- At least three years' experience of business development, sales and marketing in a senior position;
- Experience of business planning and strategic management;
- Experience of developing and implementing new policies and procedures;
- Excellent administrative and communications skills, both written and verbal;
- Ability to self-motivate to take the initiative;
- Ability to prioritise multiple priorities and manage time efficiently;
- Ability to think strategically and creatively;
- Enthusiasm for The Model's work, and awareness of the contribution creativity and the Arts make to society;
- A minimum of level 8 qualification;