

MAKE SOMETHING EXTRAORDINARY HAPPEN.

Shape the commercial future of an iconic Manchester landmark. A rare opportunity to unlock the potential of an extraordinary building, create exciting new business and make a lasting difference to its future.

Victoria Baths is seeking a Business Development Manager.
£35,000 + 10% OTE | Full-time | Flexible working
Reporting to CEO

VICTORIA BATHS / MANCHESTER

Victoria Baths

AN ICONIC BUILDING.
A WORLD OF POSSIBILITIES.

SELL THE SETTING.
SHAPE THE EXPERIENCE.
OPEN UP WHAT HAPPENS NEXT.

From spectacular weddings and ambitious brand experiences and product launches to film productions, conferences and unforgettable nights of music, Victoria Baths offers a setting unlike anywhere else. A venue that's already hosted Netflix, Nike, BBC, ITV, C4, Chanel, Adidas, ASOS and JD Sports.











WEDDINGS / CORPORATE EVENTS / PRODUCT LAUNCHES / FAIRS / FILM & TV / LIVE MUSIC / BRAND ACTIVATIONS / CONFERENCES / CREATIVE PRODUCTIONS / FASHION / FESTIVALS / WELLBEING / CULTURE / CELEBRATIONS / EXHIBITIONS /

NOT YOUR EVERYDAY BUSINESS DEVELOPMENT ROLE.

A building with a story.
Work somewhere with national significance, genuine character, history and a place in Manchester's cultural life.

A world of possibilities.
No two enquiries,
clients or events need be the same.

Work with purpose.
Help generate the income that supports the future of a well-loved heritage landmark.

Relationships that matter.
Work with national brands, corporate clients, creative agencies, production companies, venue finders and event organisers.

Room to make things happen.
Take ownership of your pipeline, develop new markets, shape commercial packages, turn your ideas into income.

THERE ARE OPPORTUNITIES HERE THAT HAVEN'T EVEN BEEN IMAGINED YET.



MUCH MORE THAN SALES.
A CHANCE TO BUILD.

THE OPPORTUNITY

Commercial income helps keep Victoria Baths open. It supports the care of our extraordinary building, our community and our creative programme. As we work towards our Vision 2031 ambitions, you'll play a central role in growing income and building the financial resilience that secures our future.

YOUR MISSION

01/ GROW

Protect and develop existing business

Retain clients, strengthen relationships and unlock repeat bookings and upselling opportunities.

02/ WIN

Find and convert new opportunities

Target premium corporate clients, agencies and new markets to secure high-value hires.

HOW YOU'LL MAKE IT HAPPEN

- Build a strong sales pipeline and win premium hires
- Create compelling, costed proposals and respond to enquiries within 24 hours.
- Develop relationships with agencies, production companies, corporate clients and wedding-sector partners.
- Improve conversion, pricing and yield through CRM, data and commercial insight.



SEE THE POTENTIAL?
MAKE IT HAPPEN.

WE'RE LOOKING FOR

A commercially minded, relationship-driven business developer who can see the possibilities in an extraordinary building. Someone who knows how to turn an enquiry into an opportunity, a first booking into a lasting relationship and a great idea into a successful event. You'll be confident, curious and commercially astute. You'll enjoy working with people, spotting opportunities and making amazing things happen.

YOU'LL BRING

A track record in B2B business development, venue hire or premium event sales

Experience winning high-value contracts and growing repeat business

Strong commercial acumen, with experience in pricing, negotiation, pipeline management and developing profitable proposals

Proven success managing client relationships and securing repeat business

A passion for selling our space for high-value weddings

The ability to pitch ideas, present proposals and bring a venue to life during site visits

Confidence using CRM systems, sales data and performance reporting to identify opportunities and improve results

Initiative, resilience and a proactive, can-do approach

Collaborative approach, with the ability to work effectively across a small, hands-on team

Experience in heritage, arts or dry-hire venues would be an advantage







DIVE INTO THE DETAILS.

01/ SALES EXPERIENCE

ESSENTIAL

Proven track record in B2B business development, commercial venue hire, or premium event sales.

Demonstrable success in securing high-value corporate bookings (£10k+ to £30k+ per booking).

Evidenced experience in account management and client retention strategies that protect recurring income.

Experience working with event agencies, venue finders, wedding couples, and/ or filming scouts.

DESIRABLE

Experience working within a heritage asset, unique 'dry hire' venue, arts centre, or civic institution.

Experience pricing and managing multi-space hires and simultaneous events within complex venues.

02/ COMMERCIAL ACUMEN

ESSENTIAL

Exceptional pipeline management, lead conversion and contract negotiation skills.

Ability to build accurate, costed and commercially viable bespoke proposals within rapid turnaround windows.

Strong understanding of yield management, bar spend minimums, catering commission models and commercial package design.

DESIRABLE

Experience managing film/TV location shoots and high-volume wedding calendars.

03/ SYSTEMS & COMMERCIAL INSIGHT

ESSENTIAL

Proficiency in commercial CRM workflows and pipeline reporting tools.

Analytical mindset: ability to track conversion rates, lead times, loss reasons, and client lifetime value.

DESIRABLE

Experience implementing or upgrading event management/ venue booking software.

Familiarity with audience profiling and digital packaging for commercial clients.

04/ RELATIONSHIPS

ESSENTIAL

Outstanding interpersonal, pitch, and presentation skills.

Proven ability to negotiate with executive stakeholders, creative producers, independent traders and external suppliers.

Ability to deliver engaging, high-converting on-site viewings.

DESIRABLE

An active network of corporate event planners, PAs, agency contacts and venue finders across the North West and nationally.

05/ WORKING STYLE

ESSENTIAL

Autonomous, self-motivated and target-driven with high personal accountability.

Collaborative team player comfortable working across a lean operational team.

DESIRABLE

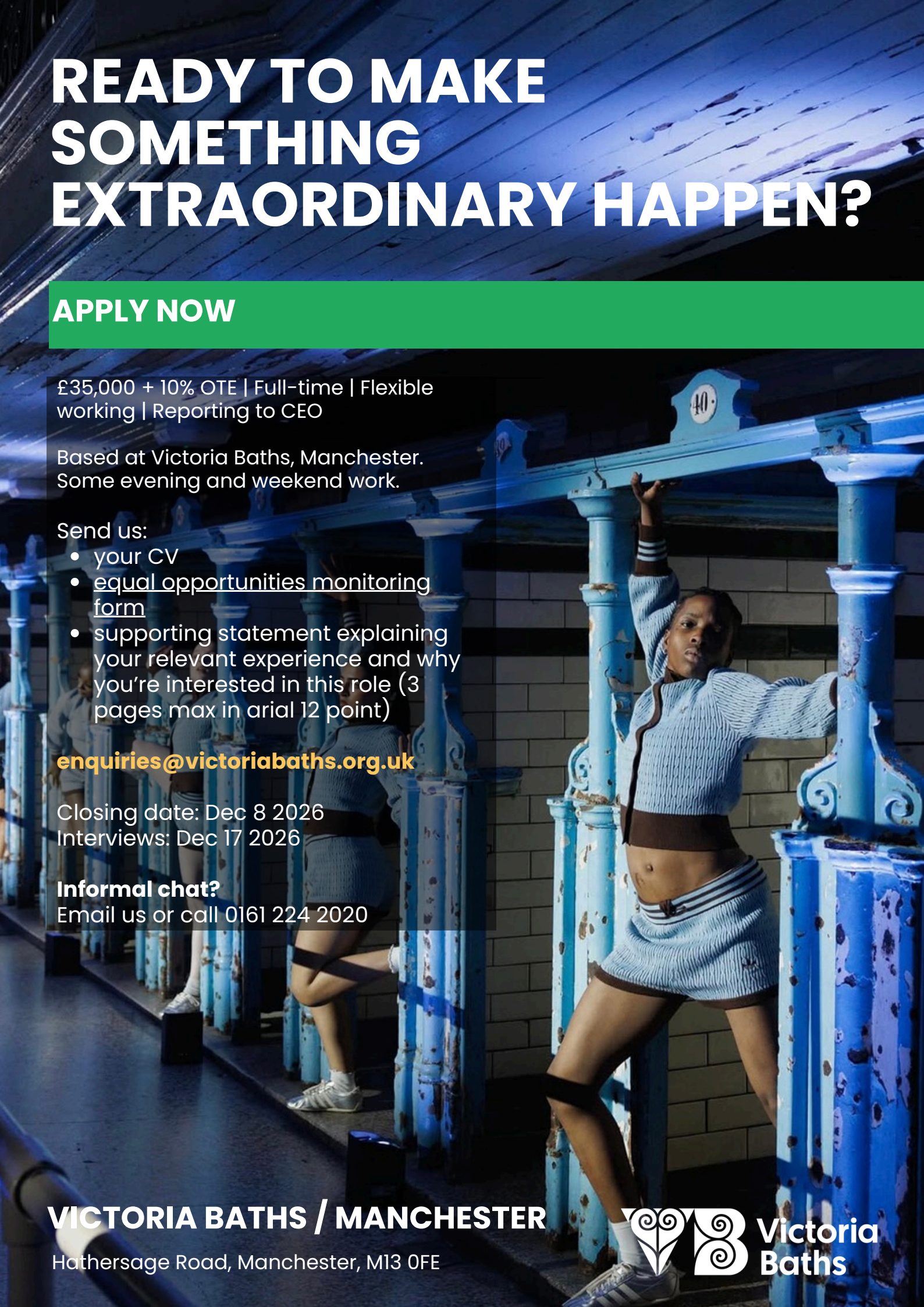
Understanding of how earned commercial income powers charitable and community objectives in a social enterprise/mixed-economy context.

Genuine enthusiasm for historic preservation, cultural regeneration, and community social impact.

Experience of reporting to a Board and Committees

READY TO MAKE SOMETHING EXTRAORDINARY HAPPEN?

APPLY NOW



£35,000 + 10% OTE | Full-time | Flexible working | Reporting to CEO

Based at Victoria Baths, Manchester.
Some evening and weekend work.

Send us:

- your CV
- equal opportunities monitoring form
- supporting statement explaining your relevant experience and why you're interested in this role (3 pages max in arial 12 point)

enquiries@victoriabaths.org.uk

Closing date: Dec 8 2026
Interviews: Dec 17 2026

Informal chat?
Email us or call 0161 224 2020

VICTORIA BATHS / MANCHESTER

Hathersage Road, Manchester, M13 0FE

Victoria Baths