

Job Description

POST TITLE	Business Development Manager	POST NO:	PK3207
SERVICE UNIT	Green Spaces and Amenities – Towneley Hall	GRADE:	10
JOB EVALUATION	A2176	JOB FAMILY	N/A
RESPONSIBLE TO:	Towneley Hall Manager		
RESPONSIBLE FOR:	Shop supervisor, casual staff & volunteers		
LOCATION	Towneley Hall	STATUS	Line Manager

Job Purpose

The Business Development Manager is a key role in supporting Towneley Hall's long-term sustainability, profile and growth.

The role will focus on turning the museum's unique heritage, architecture, collections, community value and place-based identity into compelling commercial propositions that attract customers, partners and supporters, while working within the values, governance and operating context of a publicly accountable museum service.

The postholder will develop opportunities and commercial partnerships that generate income, raise its profile, and position it as a distinctive destination for weddings and events, sponsorship and other commercial opportunities.

Main Duties and Responsibilities:

1. Lead the development and delivery of the museum's commercial activities, including venue hire, weddings, corporate events, sponsorship, selected fundraising partnerships, and other agreed income-generating opportunities such as filming and location hire.
2. Meet agreed targets for income generation, working with the Towneley Hall Manager to balance private and commercial events with operations and public access to the Hall.

3. Identify, shape and convert commercial opportunities into income, with a strong focus on the highest-value opportunities and a disciplined approach to prioritisation.
4. Develop an enquiry system and handle incoming events enquiries.
5. Organise and oversee events in Towneley Hall.
6. Manage and develop the museum shop, sourcing appropriate products and developing a network of local artisan suppliers.
7. Define and communicate the museum's market position, developing clear offers and packages, building relationships with prospective customers and partners, and supporting Towneley Hall to compete effectively in its local and regional market.
8. Develop close working relationships with Council colleagues at Towneley and in other service units including communications, finance and senior leadership, and with external stakeholders including local businesses, sponsors, event suppliers, wedding customers, creative partners, community organisations and local authority colleagues.
9. Work with the Council's Graphics team to develop digital content and marketing materials for events and commercial activities.
10. Balance commercial ambition with operational reality. The role is responsible for improving commercial performance, while working collaboratively with operational colleagues to ensure offers are deliverable, well managed and aligned with organisational standards.
11. Help raise Towneley Hall's profile as a unique heritage venue and community asset, building stronger external relationships and increasing the visibility of its commercial and public offer.
12. To undertake such other duties and responsibilities as are commensurate with the salary grading of the post.
13. To attend training identified as necessary to undertake current and future job requirements.

Nature of Contacts and Relationships:

To develop internal and external stakeholder relationships:

Internal:

Towneley Hall Manager, Shop supervisor, Curator, Volunteer Coordinator and volunteers, operational staff, front of house colleagues, marketing colleagues, finance colleagues, operational staff, volunteer coordinator, wider museum team, senior council officers, and elected members where appropriate.

External:

Wedding customers, corporate clients, event organisers, sponsors, local businesses, suppliers, caterers, creative and cultural partners, artists and makers, filming and production companies, community organisations, destination and tourism partners, funders, and local authority stakeholders.

Responsibilities for Supervision: Assistance with Front of House.

Responsibilities for Finance: Yes.

Responsibility for Physical Resources Security and care for high value museum objects.

Work Environment: Working in rooms within an historic building with restricted/difficult access.

Health and Safety

Managers are required to provide a working environment which is safe and without risks to the health, safety and welfare of employees, and others who may be affected, in accordance with the Health and Safety at Work Act, associated regulations and the Corporate Health and Safety Policy.

FOOTNOTE

This Job Description summarises the major responsibilities of the post. It is not intended to exclude other activities, nor future changes from the post holder's responsibilities.

Equality Act 2010

If you are a disabled applicant or an employee who has become disabled and this will affect your ability to do any of the above duties the Council will consider making some changes it thinks are reasonable.

Examples of changes may include providing equipment, making alterations to the workplace or changing some parts of the Job Description.

Prepared by: Sally Smith

Date: April 2026

Postholder:

Date of issue:

Person Specification

POST: Business Development Manager	GRADE: 10
DIRECTORATE: Operations	POST NO: PK3207

Selection Criteria		Essential/ Desirable E/D	Method of Assessment Application/Interview/ Test Presentation/Production of Certificates A/I/T/P/C
QUALIFICATIONS			
1.	A degree or professional qualification in business, marketing, events, hospitality, cultural management or a related field.	E	A/C
EXPERIENCE			
2.	Business development experience, income generation or venue sales, ideally in a museum, heritage, cultural, hospitality, events or visitor attraction setting.	E	A/I
3.	Experience of developing and growing commercial income streams.	E	A/I
4.	Experience of building new relationships and partnerships.	E	A/I
5.	Experience of organising income activities & events in a venue.	D	A/I
6.	Experience of developing clear commercial offers, packages or propositions for customers or partners.	E	A/I
7.	Experience of planning and managing a pipeline of opportunities, with the ability to prioritise effort against the highest-value opportunities.	D	A/I
8.	Experience of creating or contributing to marketing and promotional activity for commercial offers, including digital and social media content.	D	A/I
9.	Experience of developing and managing staff.	E	A/I
10.	Experience of working with volunteers.	D	A/I

Selection Criteria		Essential/ Desirable E/D	<u>Method of Assessment</u> Application/Interview/ Test Presentation/Production of Certificates A/I/T/P/C
SKILLS AND COMPETENCIES			
11.	Ability to build effective relationships with a wide range of stakeholders, customers and partners.	E	I
12.	Ability to develop and manage budgets.	E	I
13.	Effective communication skills, including the ability to present ideas clearly and handle commercial conversations professionally.	E	I
14.	Ability to negotiate effectively and reach workable agreements.	E	I
15.	Ability to work in a highly organised way, managing multiple live opportunities to meet deadlines.	E	I
16.	Ability to develop and grow commercial income streams such as venue hire, events, weddings, sponsorship, partnerships, retail or related activity.	E	I/P
17.	Strong commercial awareness, with the ability to spot opportunities, judge relative value and focus effort where the greatest return is likely.	E	I
18.	Ability to work collaboratively across teams, while also taking ownership and personal accountability for agreed outcomes.	E	I
19.	Ability to work on own initiative.	E	I
KNOWLEDGE			
20.	Knowledge of marketing approaches including digital marketing tools and platforms.	E	I
21.	Knowledge of Grant funding and sponsorship opportunities.	E	I
OTHER			
22.	Able and willing to work flexible hours, including evenings, weekends, and public holidays.	E	I

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The Burnley Way		
Burnley employees are expected to be role models the organisation's TEAM values and behaviours which are: Together, Enterprising, Ambitious and Meeting Customer Needs. Our organisational leaders and managers are expected to strive to create a culture of openness and trust, where people are led and managed in line with TEAM values acting as role models for working collaboratively to drive efficiency and service improvements in order to deliver the Council's vision and objectives. Further details are contained in the Behaviour Framework		

April 2026