

Job Description

Role: Head of New Business –Entertainment

Reports into: CEO

Responsible for Managing: New Business Coordinator

About Us

Dewynters is part of the R4E Group which comprises sector leading agencies in live entertainment, music and theatre, stretching from SpotCo in New York to Dewynters, Sold Out and Story House in London, as well as Dewynters in Amsterdam and Hamburg.

Dewynters has a world class reputation for creating brands in live entertainment and the arts, and for helping producers and promoters to be successful with these brands. Our knowledge, creativity and expertise in launching projects and selling tickets is unparalleled.

About the Role

The Head of New Business - Entertainment is responsible for developing new business and special projects for Dewynters in new markets and in new sectors. This work extends into international markets in EMEA and Eastern Europe and Asia Pacific.

This role will report to the CEO of Dewynters. You will be supported by the New Business Coordinator in order to facilitate the preparation of materials and to ensure that new business wins and satellite agencies are properly served by Dewynters in London.

About You

Dewynters is a passionate, creative, inclusive and ambitious agency. The successful candidate must have an open, curious mind and a collaborative working style. Extensive experience with positive results in new business development, with demonstrable expertise in ticketed activity is key in this role.

The successful candidate will use our London base as a platform to develop a volume of new projects with clients outside our theatrical core, for example in:

- cinema
- sport
- multi-disciplinary arts venues
- music - rock and roll, pop and classical

- museums and exhibitions
- video gaming
- visitor attractions, days out and theme parks

The international work will consist of:

- Delivery of brand and marketing expertise to international producers
- Where appropriate, support of satellite agencies that can develop into localised branches of Dewynters – in Hamburg and Amsterdam.

Job Duties

Your key responsibilities will include:

- Development and delivery of concepts to sell branding, sales and marketing expertise to new sectors (as identified above)
- Build a pipeline of opportunities identifying the key client leads to reach in these sectors
- Identify and reach out to potential clients to promote and sell integrated marketing solutions
- Engage with key client contacts through personal network, event, trade body, utilising in-bound leads, and proactive out-bound engagement
- Manage and deliver bespoke proposals for potential clients
- Track all conversation and report new business development progress to the CEO and Leadership Group on a regular basis
- Keep business up to date with key market and competitive development
- Develop and improve new business marketing materials and toolkits
- Attend events and roadshows to promote Dewynters' diversified business
- Support the wider team for marketing campaign implementation

Skills / Qualifications

- You are highly professional but personable with the gravitas and ability to command attention
- You have a strong ability to communicate ideas at a conceptual level
- You are a team player with exceptional communication skills, facilitating seamless collaboration across the agency
- You are optimistic, enthusiastic and passionate and don't let setbacks get in your way
- You possess excellent presentation skills that encompass clear, compelling communications

- You are commercially minded with the ability to spot opportunities and drive business
- You know as much about your clients' brands and business as they do and are able to challenge their thinking of offer new ideas and solutions
- You are organised with excellent time management and ability to prioritise appropriately
- You're great at building long-lasting relationships with clients
- You're great at senior-level client negotiation and management
- You're great at setting business targets, timelines and financial targets to make sure projects are delivered on time and within scope and budget.

Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: recruitment@dewynters.com

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training opportunities
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets