

## Commercial Development Lead

**Hours:** Full-time including some weekends and evenings. (0.8FT - 32 hours - may be considered for the right candidate.)

**Contract:** Fixed term 12 months - with a view to extending at the end of the contract

**Location:** The Horton, Epsom onsite

**Salary:** £35,000 per annum

**The Horton** is an award-winning independent cultural venue in Epsom, Surrey hosting live performance, creative arts and events in stunning listed building.

The venue is managed by a registered charity and opened in 2022, following a major renovation works. The Horton Gardens opened in summer 2025.



### The Role

Commercial Development Lead is an exciting, brand-new role with great potential for an ambitious self-starter.

We are looking to recruit a highly-motivated professional to develop and deliver new commercial income streams to support The Horton's growth and long-term sustainability.

You will be responsible for identifying and securing new business opportunities, with an initial focus on daytime commercial venue hire for meetings, conferences and corporate events, and securing sponsorship/ commercial partnerships to support our programming.

We are looking for a strategic thinker who excels in stakeholder management and communication, loves networking and is passionate about spreading the word about The Horton.

Your main base will be at The Horton but you will be spending some time out and about doing in-person outreach with businesses, partners and at trade events – so a driving license and your own vehicle are desirable.

## **Key Responsibilities:**

### **Scoping Opportunities**

- Developing a long-term corporate venue hire plan using our heritage USPs
- Costing packages and creating assets
- Researching the market and prospective clients
- Build a list of approved external suppliers and suite of contract documentation

### **Promoting The Horton throughout Surrey and the Surrounding Areas**

- Attending trade and networking events on behalf of The Horton to promote us as a venue for hire and as an Arts and Heritage charity overall
- Work with marketing to develop campaigns, offers, and events to drive commercial engagement and the brand with our target client groups
- Carry out venue show-rounds and initial conversations with potential clients.

### **Identifying, Securing and Delivering New Business Opportunities for The Horton**

- Proactively identify and secure new business opportunities, with an initial focus on daytime corporate events, including meetings, conferences, away days and private hires
- Proactively identify and secure new opportunities for sponsorships or commercial partnerships with other organisations to support The Horton's community, arts and heritage programming
- Build and maintain a sales pipeline of live and potential commercial opportunities
- Work with the Director and Finance Manager to develop and meet sales targets and support medium- to long-term planning for commercial opportunities

### **Developing Our Offer**

- Identify and develop the visitor experience for our customers – both corporate customers and individuals - as we seek to make The Horton one of Surrey's premier destination venues
- Work with our Hospitality team to develop and refine our hospitality offering, with an initial focus on events catering,

### **Event Delivery**

- Work closely with the Admin Manager on events bookings and with the Operations Manager to ensure the smooth delivery and running of client events.
- Lead the planning and delivery of specific client events as required.
- Carry out Duty Management responsibilities on a rota with other team members and act as the main point of contact on site for some events.

## Other Duties

- Acting generally as a representative and ambassador of The Horton.
- Abide by The Horton's policies and procedures
- Uphold The Horton's values of tolerance, including everyone, and welcome diversity.
- Work with The Horton team to ensure an excellent experience for all visitors.
- Attend personal development and training, as required.
- Undertake any other duties as reasonably required.

## Essential Requirements

- At least 2 years' experience in a similar role in venue hire/hospitality sales/corporate events/business management
- Exceptional organisational skills
- Strong knowledge of the area (Epsom and the wider Surrey/South East region)
- Experience in the planning and delivery of client events
- Excellent communication, negotiation and relationship-building skills
- Good understanding of finance and specifically costings
- A creative and proactive approach to driving new business and partnerships
- Proven ability to meet and exceed sales targets
- Experience of working with external suppliers

## Desirable

- A driving licence and access to your own vehicle (mileage expenses will be paid)
- Experience working in a cultural or heritage venue.

If a DBS clearance is not currently held, then you may be required to undertake a DBS check. All applicants must be eligible to live and work in the UK.

## How to Apply

To apply, please email a full up-to-date CV and attach a Cover Letter as a separate document setting out how you meet the requirements of this job, and your interest in it.

For administrative purposes, your CV and cover letter document should both identify you in the file name. The subject line in your email should be '*Application - Commercial Lead.*' Email applications to: [admin@thehortonepsom.org](mailto:admin@thehortonepsom.org)

**Closing date: Sunday 25<sup>th</sup> January 2026**

**Supported by The National Lottery Heritage Fund**

